

CHUNG HUA UNIVERSITY Department of Business Administration (Business Management Program) Curriculum for Class 112

Revised at the 1st Business Administration Curriculum Meeting of academic year 111 2nd semester, on March 14, 2023

Approved at the 1st College of Management Curriculum Meeting of academic year 111 2nd semester, on March 22, 2023

Approved by the 4th University Curriculum Committee on June 14, 2023

Freshman		Sophomore				Junior		Senior	
Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester
Compulsory Subject (Total 28 Credits)									
Physical Education(I)	0	Physical Education(II)	0						
English(I)	2	English(II)	2	English(III)	1	English(IV)	1		
Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2
Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2
College Required (Total 30 Credits)									
Introduction to Business Software	3	Python Programming	3	Big Data Analytics and Business Intelligence (PBI)	3	Creative Thinking and Innovation Management	3	Enterprise Resource Planning Systems and Practice	3
Accounting(I)	3	Economics (I)	3	Statistics (I)	3				
		Management	3						
6		9		6		3		0	
								3	
									0
College Required elective(Total 3 Credits)									
Career Planning	3								
3									
Department Required (Total 5 Credits)									
					Statistic (II)	3		Special Topics(I)	1
								Special Topics(II)	1
0		0		0		3		1	1
Program Required (Total 21 Credits)									
The Fundemation of Enterprise in Business Act	3	Marketing Management	3	Financial Management(I)	3	Creative Marketing	3	Manufacturing Management	3
						Human Resource Management	3	Strategic Management	3
3		3		3		6		3	
Department Required Selective (Total 2 Credits)									
					Finance Lecture	2			
						2			
Program Required Selective (Total 15 Credits)									
				Organization Behavior	3			Business English Oral Training(I)	3
								Business English Oral Training(II)	3
								International Business Management	3
								Business Ethics	3
				3				6	6
Selected (47Credits or Above) 【 15Primary Credits Selected, 9 Credits Selected form Others 】									
Marketing Research	3	Retail and Services Management	3	Smart Retail Practice	3	Positive Psychology	3	Computer Software for Statistics	3
								Financial Institutions and Markets	3
Service Marketing	3	Entrepreneurship and Innovation Manag	3	Special Topics on Smart Retail	3	Leadship and Development	3	Python commercial data analysis	3
								Business reading comprehension	3
International Marketing	3	International Business Management	3	Special Topics on Digital Era	3	Career development	3	Python network data collection	3
								International Etiquettes	3
Experiential Marketing	3	Brand Management	3	Advertising Creativity and Strategy	3	Eiectronic Commerce	3	Financial Management(II)	3
								Coordinate and communicate of Business	3
Strategic Marketing	3	Quality Management	3	Consumer Behavior	3	Multimedia APP Design	3	Accounting (II)	3
								Enterprise Resource planning	3
Relationship Marketing	3	Supply Chain Management	3	Human Resource Development	3	Commercial Data Analysis	3	Investment and Finacial Management	3
								Applied Management Planning Tools	3
Networking marketing	3	Project Management	3	Special topic inHuman Resource Management	3	Business data analysis	3	The Analysis of Financial Statements	3
								Business Planning	3
Distribution and Retail Management	3	Introduction of Database Management	3	Problem Solving Technigues	3	Excel BI data analysis	3	Financial Risk Management	3
								Management case practice	3
								Business practice (III)	3
								Business practice (I)	3
								Business practice (II)	3
								Business practice (III)	3
								Internships (I)	3
								Internships (II)	3
								Internships (III)	3
								Transportation	3
								Introduction to Logistics Management	3
								Introduction to Transportation Technology and Communications	3
								Transportation Engineering	3
								Traffic Engineering	3
								International Logistics and Intermodal Transportation	3
								Inventory Control and Warehouse Management	3
								Practice of Traffic Engineering	3