

CHUNG HUA UNIVERSITY Department of Business Administration Curriculum for Class 108

School Required Courses(28credits)

Physical Education (I)	0	Physical Education (II)	0	Physical Education	0	Physical Education	0	General Education	2	General Education	2		
English (I)	2	English (II)	2	English (III)	1	English (III)	1	General Education	2				
General Education	2	General Education	2	General Education	2	General Education	2						
General Education	2	General Education	2	General Education	2	General Education	2						
All-out Defense Education	0	All-out Defense Education	0										
Military Training	0	Military Training	0										
6		6		5		5		4		2			

Complementary Courses(3 credits)

Intercollege Micro Programs	3												
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College Required (Total 14 Credits)

Freshman		Sophomore				Junior		Senior					
first semester	second semester	first semester	second semester	first semester	second semester	first semester	second semester	first semester	second semester				
Business Operating Practices	3	Smarter Commerce Practices	3	Economics(I)	3	Statistic(II)	3	Special Topics(I)	1	Special Topics(II)	1		
APP Design and Application	3	Creative Thinking and Innovation Management	3	Statistic(I)	3	Introduction to Big Data Analytics	3	Business Ethics	3				
Introduction to Business Software	3	Management	3			Finance Lecture	2						
Accounting (I)	3												
12		9		6		8		4		1			

Department Required (Total 30 Credits)

Introduction to business	3	Marketing Management	3	Organization Behavior	3	Original Marketing	3	Manufacturing Management	3	International Business Management	3		
				Financial Management(I)	3	Human Resource Management	3	Management Science	3	Manufacturing Management	3		
6		12				12							

Elective Courses : 30 Credits

Marketing Research	3	Retail and Services Management	3	Smart Retail Practice	3	Positive Psychology	3	Python commercial data analysis	3	Business reading comprehension	3	Internships (I)	3
Service Marketing	3	Entrepreneurship and Innovation	3	Special Topics on Smart Retail	3	Leadship and Development	3	Python network data collection	3	International Etiquettes	3	Internships (II)	3
International Marketing	3	International management	3	Special Topics on Digital Era	3	Career development	3	Financial Management (II)	3	Coordinate and communicate of Busi	3	Internships (III)	3
Experiential Marketing	3	Brand Management	3	Advertising Creativity and Strategy	3	Electronic Commerce	3	Accounting (II)	3	Applied Management Planning Tools	3	Enterprise Practice (I)	3
Strategic Marketing	3	Quality Management	3	Consumer Behavior	3	Multimedia APP Design	3	Investment and Finacial Manageme	3	Business Planning	3	Enterprise Practice (II)	3
Relationship Marketing	3	Supply Chain Management	3	Human Resource Development	3	Commercial Data Analysis	3	The Analysis of Financial Statemen	3	Management case practice	3	Enterprise Practice (III)	3
Networking marketing	3	Project Management	3	Special topic inHuman Resource Manageme	3	Business data analysis	3	Financial Risk Management	3	Theory of Constraints in Industry	3		
Distribution and Retail Managemer	3	Introduction of Database Managemer	3	Problem Solving Technigues	3	Computer Software for Statistics	3	Financial Markets and Institutions	3	Internships (I)	3		

Minimum 128 Credits Graduated

©The information capability is subject to the University's regulations, but students of the College of Management must pass the relevant Excel certifications to be recognized.

©Creative Thinking and Innovation Management, Original Marketing,Special Topics(I), Special Topics(II) are Innovation and Creative Courses.

©Internships, Enterprise Practice's courses are at most counted 9 credits .

©The above courses, subject to the courses actually opened during the semester.