

CHUNG HUA UNIVERSITY Department of Business Administration (Bachelor of Business Administration in Intelligent Transportation Management and Logistics) Curriculum for Class 114

Revised at the 2st Business Administration Curriculum Meeting of academic year 113 2nd semester, on May 13, 2025

Approved at the 2nd College Curriculum Meeting of academic year 113 2nd semester, on May 26, 2025

Approved at the 2nd temporary University Curriculum Meeting of academic year 113, on June 11, 2025

Freshman		Sophomore		Junior		Senior	
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
Calibration(3Credits)							
Exploring the science park	2						
AI Experience 2.0	1						
3							
College Required (Total 24 Credits)							
Introduction to Business Software	3	Python Programming	3	Big Data Analytics and Business Intelligence (PBI/VBA)	3	Creative Thinking and Innovation Management	3
Accounting(I)	3	Management	3	Statistics (I)	3		
Economics (I)	3						
9	6		6	3	0	0	0
Department Required (Total 5 Credits)							
				Statistic (I)	3	Special Topics(I)	1
						Special Topics(II)	1
0	0		0	3	1	1	
Program Required (Total 9 Credits)							
Transportation	3	Introduction to Logistics Management	3	Transportation Engineering	3		
3	3		3				
Selected (62Credits or Above) 【15Primary Credits Selected, 9 Credits Selected form Others】							
Marketing Research	3	Retail and Services Management	3	Commercial Data Analysis	3	International Etiquette	3
Service Marketing	3	Advertising Creativity and Strategy	3	Business data analysis	3	Coordinate and communicate of Business	3
Strategic Marketing	3	Consumer Behavior	3	Python commercial data analysis	3	Financial Risk Management	3
Brand Management	3	Human Resource Development	3	Python network data collection	3	Financial Institutions and Markets	3
Quality Management	3	Special topic inHuman Resource Management	3	Computer Software for Statistics	3	Business Law	3
Supply Chain Management	3	Problem Solving Techniques	3	Applied Management Planning Tools	3	Industrial economics and decision-making	3
Project Management	3	Electronic Commerce	3	Business Planning	3	The Analysis of Financial Statements	3
Introduction of Database Management	3	Multimedia APP Design	3	Management case practice	3	Intermediate Accounting (II)	3
						Cost and Managerial Accounting(I)	2
						Money and Banking	2
						Technical Analysis	2
						Special Topics on Financial Certification (I)	2
						Career Internship (II)	2
						Special Topics on Securities Specialist Professional License Tests	2
						Internships (I)	3
						Transportation Engineering	3
						Financial Engineering	3
						Special Topics on Mutual Funds	2
						Business practice (I)	3
						Finance Lecture	2
						Business practice (II)	3
						Introduction to Fintech Development	2
						Business practice (III)	3
						Practice of Traffic Engineering	3
Qualifications for graduation from our department							
Required credits: 66 credits (including 38 credits of our departmental required, 6 credits of English, and 22 credits of General Education)							
Electives credits: 62 credits (Including required and elective courses from the college, department, program, and electives from other departments.)							
①In order to educate and enhance students' ability to apply the latest technology in AI and Metaverse, and equip freshmen with the latest technical knowledge, students of our school are required to complete the "AI Experience Fun 2.0 Course" in freshman year. The credits obtained are listed in outside the department required.							
②Required elective course: defined as a course that must be taken within the period of study (withdrawal for the second time during the semester is considered not taken), and a grade in the subject on the transcript is recognized as an elective in the department's major field, and is eligible for graduation.							
Minimum graduation credits: 128 credits							
School and College Common required Notes							
1.Students in our department are required to complete general education credits in accordance with the "General Education Course Regulations of Chung Hua University" within their period of study in order to meet graduation requirements. Each category of general education courses must include at least 4 credits, with a total of 11 courses and 22 credits to be completed.							
2.Students in our department must complete the required English course credits within the period of study in accordance with the "Chung Hua University Guidelines for English Courses, On- and Off-Campus Proficiency Tests, and Workplace English Assignments " in order to meet graduation requirements.							
3.Students in this department must complete the required physical education course credits within the period of study, in accordance with the "Chung Hua University Regulations for Physical Education Courses," in order to meet graduation requirements.							
4.Description of "Exploring the Science Park" courses: In order to cultivate students' independent learning ability, understand SDGs issues, and start freshman independent exploration and learning, students of our school must complete the "Exploring the Science Park" course in freshman year, and the credits obtained can be recognized within 9 credits of external departments.							
5.To cultivate and enhance students' abilities in cutting-edge technologies such as AI and the Metaverse, and to ensure that first-year students acquire up-to-date technical knowledge, all students at the university are required to complete the course "AI Experience 2.0" during their freshman year. The credits earned from this course may be counted toward the 9-credit elective requirement from other departments.							
6.Students must comply with the "Implementation Guidelines for Basic Competency Indicators for Students of Chung Hua University" and the "Implementation Guidelines for Basic Competency Indicators for Students of the College of Management, Chung Hua University" to fulfill graduation requirements.							
7.In order to achieve the "Communication and Expression Ability" in the Basic Competency Index of CHU students, students of this department must complete and pass the English language test with the "Regulations for the Implementation of the English Language Test for CHU Students" within the period of study to be eligible for graduation.							
8.In order to achieve the "Social Care Ability" in the basic competency index of CHU students, students of this department must complete the required 18 hours of service according to the "Implementation Guidelines for CHU Volunteer Campus Culture Promotion" within the term of study in order to be eligible for graduation.							
9.In order to achieve the "Health and Physical Fitness Competency" outlined in Chung Hua University's core student competency indicators, students in this department must complete and pass four credits from the university's General Education health promotion courses within their period of study in order to meet graduation requirements.							
10.In order to achieve the AI Competency requirement of the Chung Hua University Basic Competency Indicators, students of this department must, within their study period, comply with the "Implementation Guidelines for the AI Competency Assessment of Chung Hua University" and pass the AI competency assessment to meet graduation requirements.							
11.In order to achieve the "Information Application Ability" requirement of the Chung Hua University Basic Competency Indicators, students of this department must, within their study period, comply with the "Implementation Guidelines for the Information Application Proficiency Assessment of Chung Hua University." They are required to complete the college-mandated courses, including "Introduction to Business Software," "Big Data Analytics and Business Intelligence (PBI/VBA)," and "Python Programming."							
Students must earn the required credits and pass the information application proficiency assessment to meet graduation requirements.							
③Students of the College of Management are required to pass one of the following information application proficiency tests: TQC Excel (Practical Level), MOS Excel (Standard Level), TQC+ Basic Programming Language Certification, TQC+ Programming Language Certification, ITS Python International Certification, or Excel/Python Programming Language Certifications administered by the university.							
12.In order to achieve the "Innovation and Creativity Ability" requirement of the Chung Hua University Basic Competency Indicators, students of this department must, within their study period, comply with the "Implementation Guidelines for Innovation and Creativity Courses of Chung Hua University." Students are required to take innovation and creativity courses and submit at least one project to participate in the university's innovation and creativity competition to meet the graduation threshold for this competency.							
④Students in this department are required to take "Creative Thinking and Innovation Management" in their sophomore year, and complete "Special Topics (I)" and "Special Topics (II)" in their junior year.							
13.The above course information is subject to the courses offered during the respective semester, and elective courses are adjusted based on actual course availability.							