

CHUNG HUA UNIVERSITY Department of Business Administration (Business Management Program) Curriculum for Class 110

Revised at the 1st Business Administration Curriculum Meeting of academic year 119 2nd semester, on March 15, 2021
Approved at the 2nd College of Management Curriculum Meeting of academic year 109 2nd semester, on March 29, 2021

School Required Courses(28credits)

Physical Education (I)	0	Physical Education (II)	0	English (III)	1	English(IV)	1	General Education	2			
English (I)	2	English (II)	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	General Education	2	General Education	2					
6		6		6		6		2				

Complementary Courses(3 credits)

Intercollege Micro Programs	3											
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College Required (Total 12 Credits)

Freshman		Sophomore		Junior		Senior					
first semester	second semester	first semester	second semester	first semester	second semester	first semester	second semester				
Introduction to Business Software	3	Python Programming	3	Big Data Analytics and Business Intelligence (PBI/VBA)	3	Enterprise Resource Planning Systems and Practice	3				
3		3		3		3					

Department Required (Total 20 Credits)

Economics(I)	3	Management	3	Statistic(I)	3	Statistic(II)	3	Special Topics(I)	1	Special Topics(II)	1
Accounting (I)	3	Creative Thinking and Innovation Management	3								
6		6		3		3		1		1	

Professional Required Courses of Program(Total 21 Credits)

Introduction to business	3	Marketing Management	3	Financial Management(I)	3	Original Marketing	3	Manufacturing Management	3	Manufacturing Management	3
						Human Resource Management	3				
3				3		6		3		3	

Professional Compulsive-Elective Courses of Program (Total 2 credits)

				Finance Lecture	2						
					2						

Professional Compulsive-Elective Courses of Program (Total 18 credits)

		Economics(II)	3	Organization Behavior	3			Business English Oral Training(I)	3	Business English Oral Training(II)	3
								International Business Management	3	Business Ethics	3
		3		3				6		6	

Elective Courses : 47 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 (II)	3	Transportation Engineering (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 (III)	3	Transportation Engineering (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 Busine	3	Enterprise Practice (I)	3	Traffic Engineering	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 (II)	3	International Logistics and Intermodal Transportation	3
Strategic Marketing	3	Quality Management	3	Consumer Behavior	3	Multimedia APP Design	3	Investment and Financial Management	3	Business Planning	3	Enterprise Practice (III)	3	Inventory Control and Warehouse Management	3
Relationship Marketing	3	Supply Chain Management	3	Human Resource Development	3	Commercial Data Analysis	3	The Analysis of Financial Statement	3	Management case practice	3	Transportation	3	Practice of Traffic Engineering	3
Networking marketing	3	Project Management	3	Special topic in Human Resource Management	3	Business data analysis	3	Financial Risk Management	3	Theory of Constraints in Industry	3	Introduction to Logistics Management	3		
Distribution and Retail Management	3	Introduction of Database Management	3	Problem Solving Techniques	3	Computer Software for Statistics	3	Financial Markets and Institutions	3	Internships (I)	3	Introduction to Transportation	3		

Qualifications for graduation from our department

Required credits: 81 credits (including 53 credits of our departmental required, 6 credits of English, and 22 credits of General Education)

Electives credits: 47 credits (Including required and elective courses from the college, department, program, and electives from other departments.)

●Credits from other departments that can be recognized by this department amount to 9 credits.

●Required 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

- Students in our Department must complete the required credits of English and General Education courses in accordance with the "Regulations for English Courses at Chung Hua University" and "Regulations for General Education Courses at Chung Hua University" within the graduation period to be eligible for graduation.
- Students must complete the required credits of physical education courses in accordance with the "Regulations for Physical Education Courses at Chung Hua University" within the period of study to be eligible for graduation.
- In order to enable students to understand the curriculum characteristics of different colleges in our school, and to achieve the concept of interdisciplinary teaching in their freshman year, students are required to complete the "Intercollege Micro programs " in their freshman year, and the credits earned can be recognized as 9 credits in outside the department required.
- 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.
- 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 "Big Data Analytics and Business Intelligence (PBI/VBA)." Students must earn the required credits and pass the information application proficiency assessment to meet graduation requirements.
●Students of the College of Management must pass at least one of the following certification: TQC Excel practical level, MOS Excel core level, the Excel information application competency test in Chung-Hua University.
- 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.
- 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 and the Chinese language test in accordance with the "Regulations for the Implementation of the English Language Test for CHU Students" within the period of study to be eligible for graduation.
- In order to achieve the "Health and Fitness Ability" in the Basic Competency Index of CHU students, students must complete the required credits and pass the swimming ability tests in accordance with the "Regulations for Physical Education Courses at CHU" within the period of study to be eligible for graduation.
- 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.
●First-year and second-year students are required to take the "Creative Thinking and Innovation Management" and "Creative Marketing", while third-year and fourth-year students must complete "Special Topics (I)" and "Special Topics (II)."
- The above course information is subject to the courses offered during the respective semester.