

Department of Business Administration

Curriculum Requirements for Enrollees in the Academic Year 110 (Fall 2021)

Program	Four-year technical college program of the Day Division								
Group	None								
Class Type	Regular Class								
Special Program	None								
Curriculum Committee	Department Curriculum								
	College Curriculum								
	University Curriculum		110.06.07						
	Academic Affairs		110.06.07						
Graduation Credits /Study Duration	At least 128 credits required (normally 4 years).								
Credit Load per Semester	Students in Grades 1 and 2 must take no fewer than 16 credits and no more than 28 credits per semester. Students in Grades 3 and 4 must take no fewer than 9 credits and no more than 25 credits per semester.								
Required and Elective	Credits		Subject Category		Credits				
Required	86 Credits		General Education		16 Credits				
			Major Required		70 Credits				
			College Major		0 Credits				
Elective	42 Credits		General Education		8 Credits				
			Major Elective		34 Credits				
Graduation	Course Title		Description			Regulations/Notes			
English Certificate	English Proficiency Test(0/2)		Students must pass the General English Proficiency Test (GEPT) Basic Level (or equivalent) during their studies.			1.Principles for the Implementation of English Courses and English Proficiency Graduation Requirements			
Practical Project	Practical Project(2/2)		According to the regulations of each department			1.Regulations for the Implementation of “Practical Projects, Special Projects, Research Projects, and Graduation Design” 2.Regulations of Each Department			
Professional	Professional		Students must obtain at least one			Regulations of Each			
Other Regulations									
Remarks	"Computer Course" means computer access is required (computer and internet usage fee). Graduation Requirements : 「G03」 : English Proficiency Certificate 「G04」 : Practical Project 「G05」 : Professional Certificate								
First Semester, First Year					Second Semester, First Year				
Course	Course	Course Name	Credits /Hours	Notes	Course	Course	Course Name	Credits /Hours	Notes
General Education	409018	Chinese(1)	2/2		General Education	409019	Chinese(2)	2/2	
General Education	400E00	English(I)	2/2		General Education	400F00	English(II)	2/2	
General Education	409071	Community Service & Learning(1)	0/1		General Education	409072	Community Service & Learning(2)	0/1	

General Education	400A00	physical education (1)	1/2		General Education	400B00	physical education (2)	1/2	
General Education	300A00		2/2		General Education	300B00	General Courses (II)	2/2	
Major Required	409A01	Business Calculus(1)	2/2		Major Required	409A02	Business Calculus(2)	2/2	
Major Required	409A03	Introduction to Business	2/2		Major Required	409A09	Management	2/2	
Major Required	409A57	Accounting(I)	3/3		Major Required	409A58	Accounting(II)	3/3	
Major Required	409A64	Economics(I)	3/3		Major Required	409A65	Economics(II)	3/3	
Major Required	409053	Computational Thinking and Creative Programming	2/3	Computer Course	Major Required	409A08	Media Mixto Produce	2/3	Computer Course
Major Required	409093	Labor education (1)	0/1		Major Required	409094	Labor education (2)	0/1	
Major Required	409050	All-out Defense Education Military Training - International Situations	0/2		Major Required	409051	All-out Defense Education Military Training -Defense Mobilization	0/2	
19 Credits, 25 Hours					19 Credits, 25 Hours				
First Semester, Second Year					Second Semester, Second Year				
Course	Course	Course Name	Credits / Hours	Notes	Course	Course	Course Name	Credits / Hours	Notes
General Education	400G00	English(III)	2/2		General Education	400H00	English (IV)	2/2	
General Education	400C00	Physical Education (III)	1/2		General Education	400D00	physical education (4)	1/2	
General Education	300C00		2/2		General Education	300D00	General Courses (IV)	2/2	
Major Required	409005	Practical Chinese	2/2		Major Required	409036	Contemporary Taiwan and Modern World	2/2	
Major Required	409A15	Financial Management	3/3		Major Required	409070	Human Rights and Legal Education	2/2	
Major Required	409A28	Japanese	2/3		Major Required	409A27	Japanese Conversation	1/2	
Major Required	409A34	Marketing Management	3/3		Major Required	409A50	Operations Management	3/3	
Major Required	409A77	Statistics(I)	3/3		Major Required	409A51	Human Resource Management	3/3	
Major Required	409A11	Application of Internet	2/3	Computer Course	Major Required	409A78	Statistics(II)	3/3	
Major Elective	409Q01	Essentials of Civil Law	2/2		Major Elective	409Q05	Electronic Commerce	2/2	
Major Elective	409Q03	Commercial Ceremony	2/2		Major Elective	409Q12	Practices in Financial Market	2/2	
Major Elective	409Q04	Managerial Psychology	2/2		Major Elective	409Q50	Consumer Behavior Analysis	3/3	
Major Elective	409Q07	Innovation thinking training	2/2		Major Elective	409Q57	Career Consulting	2/2	
Major Elective	409Q67	Practice in Accounting Computing	2/2		Major Elective	409Q61	Business and Financial Law	2/2	
30 Credits, 33 Hours					30 Credits, 32 Hours				
First Semester, Third Year					Second Semester, Third Year				
Course	Course	Course Name	Credits / Hours	Notes	Course	Course	Course Name	Credits / Hours	Notes
Major Required	409A41	Strategic Management	3/3		Major Required	409A21	Organization Theory and Management	3/3	
Major Required	409A52	Information management	3/3		Major Required	409A80	Case Study in Strategic Management	3/3	
Major Required	409A79	Personal and Professional Ethics	2/2		Major Elective	409Q22	Macroeconomics	3/3	

Major Elective	409Q08	Investments	2/2		Major Elective	409Q23	Operation Research	3/3	
Major Elective	409Q09	Cost Accounting	2/2		Major Elective	409Q26	Statistical Method Applied and Data Analysis	2/2	
Major Elective	409Q10	Microeconomics	3/3		Major Elective	409Q27	Practical Data Warehouse Management	2/2	Computer Course
Major Elective	409Q13	Software Package for Business Application	3/3	Computer Course	Major Elective	409Q42	Management English	2/2	
Major Elective	409Q15	Leadership	2/2		Major Elective	409Q46	Practices in Marketing Planning	2/2	
Major Elective	409Q21	Statistical Method Applied and Data Analysis	3/3	Computer Course	Major Elective	409Q62	Personal Sale Skill	3/3	
Major Elective	409Q77	Marketing Survey	2/2		Major Elective	409Q79	Business Negotiation and Communication	2/2	
Major Elective	409R62	Introduction to Boutique Marketing	2/2		Major Elective	409Q80	Innovation and Entrepreneurship Management	2/2	
					Major Elective	409Q81	Project Management	2/2	
					Major Elective	409R92	Social Marketing	3/3	
27 Credits, 27 Hours					32 Credits, 32 Hours				
First Semester, Fourth Year					Second Semester, Fourth Year				
Course	Course	Course Name	Credits / Hours	Notes	Course	Course	Course Name	Credits / Hours	Notes
Major Required	409040	English Proficiency qualification	0/2	G03	Major Required	409A36	Practical Project	2/4	G04
Major Elective	409Q29	Beauty and Fashion Design Management	2/2		Major Required	409A37	License Examination of Management Skill	1/2	G05
Major Elective	409Q32	Quality Control	2/2		Major Elective	409Q19	Law of Taxation	2/2	
Major Elective	409Q34	Relations in Labor and Management	2/2		Major Elective	409Q30	Service Management	3/3	
Major Elective	409Q35	Internet Marketing	2/2		Major Elective	409Q43	Technology Mangement	3/3	
Major Elective	409Q38	Simulation of Business Operations	2/2		Major Elective	409Q49	Crisis Management	2/2	
Major Elective	409Q41	Famous Reading	2/2		Major Elective	409Q59	Case Study in Marketing Planning	2/2	
Major Elective	409Q54	Procurement Management	2/2		Major Elective	409Q87	Knowledge Management	2/2	
Major Elective	409Q64	Case Study in Entrepreneurship	9/9		Major Elective	409Q88	Workplace interpersonal and communication skills	2/2	
Major Elective	409Q66	Sales Practice	3/3		Major Elective	409Q89	International Business Management	2/2	
Major Elective	409Q82	Retail Management	2/2		Major Elective	409Q91	Semester Intership(II)	9/9	
Major Elective	409Q83	International Trade Practice	2/2						
Major Elective	409Q84	integrated marketing communication	2/2						
Major Elective	409Q85	Small/Median Business Management	2/2						
Major Elective	409Q86	Business Diagnostic	2/2						
36 Credits, 38 Hours					30 Credits, 33 Hours				