

Department of Business Administration

Curriculum Requirements for Enrollees in the Academic Year 112 (Fall 2023)

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	112.05.29	
	Academic Affairs	112.05.29	
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	22 Credits
		Major Required	64 Credits
		College Major	0 Credits
Elective	42 Credits	General Education	8 Credits
		Major Elective	34 Credits
Graduation	Course Title	Description	Regulations/Notes
Cross-disciplinary Credit Courses	Cross-disciplinary Program Learning(0/1)	Students must complete at least one (micro) credit program offered by their respective college before graduation, or a (micro) credit program from another college with the approval of their own college.	1.Regulations for the Establishment of Credit Programs
Cross-disciplinary Credit Program	Digital Technology Micro- Credit Program Learning(0/1)	A Micro-Credit Program in Digital Technology offered by the student' s respective college	2.Guidelines for the Implementation of Interdisciplinary (Micro) Credit Programs
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 : 「G01」 : Cross-disciplinary Credit Program: Cross-disciplinary Learning 「G02」 : Cross-disciplinary Credit Program: Digital Technology Micro Program 「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	496109	Chinese(1)	2/2		General Education	496209	Chinese(2)	2/2	
General Education	492001		2/2		General Education	492002	English (II)	2/2	
General Education	4912A0	physical education (1)	1/2		General Education	4912B0	physical education (2)	1/2	
General Education	490109	Community Service and Learning(1)	0/1		General Education	490209	Community Service and Learning(2)	0/1	
General Education	497A00		2/2		General Education	497B00		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
19 Credits, 22 Hours					19 Credits, 22 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	496309	Practical Chinese	2/2		General Education	496409	Contemporary Taiwan and Moder World	2/2	
General Education	492003	English(III)	2/2		General Education	496509	Human Rights and Legal	2/2	
General Education	4913C0	physical education (3)	1/2		General Education	492004	English (IV)	2/2	
General Education	497C00		2/2		General Education	4913D0	physical education (4)	1/2	
Major Required	409A15	Financial Management	3/3		General Education	497D00		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	409Q12	Practices in Financial Market	2/2	
Major Elective	409Q03	Commercial Ceremony	2/2		Major Elective	409Q20	Smart Commerce Introduction	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	409Q96	corporate administration	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	409Q09	Cost Accounting	2/2		Major Elective	409Q23	Operation Research	3/3	
Major Elective	409Q10	Microeconomics	3/3		Major Elective	409Q26	Statistical Method Applied and Data Analysis	2/2	
Major Elective	409Q13	Software Package for Business Application	3/3	Computer Course	Major Elective	409Q27	Practical Data Warehouse Management	2/2	Computer Course
Major Elective	409Q15	Leadership	2/2		Major Elective	409Q42	Management English	2/2	
Major Elective	409Q77	Marketing Survey	2/2		Major Elective	409Q46	Practices in Marketing Planning	2/2	
Major Elective	409Q97	Investment and financial management practices	2/2		Major Elective	409Q62	Personal Sale Skill	3/3	
Major Elective	409Q98	Big data application and statistical analysis	3/3		Major Elective	409Q79	Business Negotiation and Communication	2/2	
Major Elective	409Q99	Smart Retail Management Practice	2/2		Major Elective	409Q80	Innovation and Entrepreneurship Management	2/2	
Major Elective	409U62	ESG Sustainable management	2/2		Major Elective	409Q81	Project Management	2/2	
Major Elective	409Q92	Business practice training (1)	4/8		Major Elective	409Q93	Business practice training (2)	4/8	
					Major Elective	409R92	Social Marketing	3/3	
					Major Elective	409R96	Omni-channel new retail service	2/2	
					Major Elective	409R98	Live Smart Business	2/2	
33 Credits, 37 Hours					40 Credits, 44 Hours				
First Semester, Fourth Year					Second Semester, Fourth Year				
Course	Course	Course Name	Credits / Hours	Notes	Course	Course	Course Name	Credits / Hours	Notes
General Education Core	492109	English Proficiency qualification	0/2	G03	College Major Required	40UN41	Digital Business Technology Microprogram	0/1	G02
Major Elective	409Q29	Beauty and Fashion Design Management	2/2		College Major	40UN44	Interdisciplinary Learning	0/1	G01
Major Elective	409Q32	Quality Control	2/2		Major Required	409A36	Practical Project	2/4	G04
Major Elective	409Q34	Relations in Labor and Management	2/2		Major Required	409A37	License Examination of Management Skill	1/2	G05
Major Elective	409Q38	Simulation of Business Operations	2/2		Major Elective	409Q19	Law of Taxation	2/2	
Major Elective	409Q41	Famous Reading	2/2		Major Elective	409Q30	Service Management	3/3	
Major Elective	409Q54	Procurement Management	2/2		Major Elective	409Q49	Crisis Management	2/2	
Major Elective	409Q64	Case Study in Entrepreneurship	9/9		Major Elective	409Q59	Case Study in Marketing Planning	2/2	
Major Elective	409Q66	Sales Practice	3/3		Major Elective	409Q88	Workplace interpersonal and communication skills	2/2	
Major Elective	409Q83	International Trade Practice	2/2		Major Elective	409Q89	International Business Management	2/2	

Major Elective	409Q84	integrated marketing communication	2/2		Major Elective	409Q91	Semester Internship(II)	9/9	
Major Elective	409Q85	Small/Median Business Management	2/2		Major Elective	409Q95	Business practice training (4)	4/8	
Major Elective	409Q86	Business Diagnostic	2/2		Major Elective	409U60	Enterprise smart technology innovation	3/3	
Major Elective	409Q94	Business practice training (3)	4/8		Major Elective	409U61	Smart Knowledge Management Practice	2/2	
Major Elective	409R76	Digital marketing	2/2						
Major Elective	409R99	Smart Fintech	2/2						
40 Credits, 46 Hours					34 Credits, 43 Hours				