2021 Curricula for the Day School (4-year College Program) in Department of Business Administration

Course Category				1st Academic Year						2nd Academic Year						3rd Academic Year						4th Academic Year					
				Semester 1			Semester 2			Semester 1			Semester 2			Semester 1			Semester 2			Semester 1			Semester 2		
				Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours
University-wide Common Core Requirements			12 credits	Chinese Reading and Expression (I)	2	2	Chinese Reading and Expression (II)	2	2																		
				Practical English (I)	2	2	Practical English (II)	2	2	Practical English (III)	2	2	Practical English (IV)	2	2												
				Physical Education (I)	0	2	Physical Education (II)	0	2	Physical Education(III)	0	2	Physical Education(IV)	0	2												
				Community Service (I)	0	2	Community Service (II)	0	2																		
General Education Courses	University General Education Domains	Marine Technology and Civilizational Development	min. required: 6 credits (One Required Course from Each Field)	Exploration of Marine Technology / 2 credits / 2 hours Development of Marine Civilization / 2 credits / 2 hours																							
		Life Exploration and Local Care		Life and Ethics / 2 credits / 2 hours Origins of Local Culture / 2 credits / 2 hours																							
		Creativity, Innovation, and Digital Literacy		Creativity and Innovation / 2 credits / 2 hours Computing and Programming / 2 credits / 2 hours																							
	Liberal Curriculum Domains	Humanities and Creative Aesthetics	min. required: 14 credits across at least 3 different course groups	Course Name/Credits/Hours																							
		Technology and Digital Literacy		Course Name/Credits/Hours																							
		Society and Physical and Mental Well-being		Course Name/Credits/Hours																							
		History and Diversity of Thought		Course Name/Credits/Hours																							
		Global and Sustainable Issues		Course Name/Credits/Hours																							
	cross-curriculum columns			General education micro-credits course 1/1、General education micro-credits course 2/1、Introduction to Statistics 3/3																							
College Common Courses	Required	Program/Specialty	Credits Needed 2	Course Name/Credits/Hours Business Ethics and Sustainable Development/2 Credits/2 Hours																							
College Interdisciplinary Courses	Elective	Program/Specialty	Number of Courses Needed/ Credits Needed	Course Name/Credits/Hours Machine Learning/3 Credits/3 Hours Introduction for Productivity of Business Service /3 Credits/3 Hours Smart Technology /3 Credits/3 Hours																							

Course Category		Y1 S1 Course	Cr	Hr	Y1 S2 Course	Cr	Hr	Y2 S1 Course	Cr	Hr	Y2 S2 Course	Cr	Hr	Y3 S1 Course	Cr	Hr	Y3 S2 Course	Cr	Hr	Y4 S1 Course	Cr	Hr	Y4 S2 Course	Cr	Hr
Departmental Professional Courses	Required — Credits Needed 59	Calculus(I)	2	2	Calculus(II)	2	2	Statistics(I)	3	3	Statistics (II)	3	3	Operations Research	3	3	Operations Management	3	3	Practice Project(II)	1	1			
		Accounting(I)	3	3	Accounting(II)	3	3	Financial Management	3	3	Managerial Accounting	3	3				Practice Project(I)	1	1	Strategic Management	3	3			
		Economics(I)	3	3	Economics(II)	3	3	Information Management	3	3	Computer Programming	3	3				Human Resource Management	3	3						
		Marketing Management	3	3	Management	3	3				Organizational Behavior	3	3												
		Business Essentials	2	2																					
	Elective — Credits Needed 39	Business Etiquette	2	2	Consumer Behavior	3	3	Commercial Law	2	2	Financial Market	2	2	Database Management and System	3	3	Enterprise Resource Planning	3	3	Career Internship (Semester) (I)	9	9	Career Internship (Semester)(II)	9	9
					Creative and Innovation Management	3	3	Cost Accounting	3	3	Retailing and Channel Management	2	2	Advertising and Promotion Strategy	3	3	Project Management	3	3	Supply Chain and Logistics Management	3	3	International Business Management	3	3
								Brand Management	2	2	Business English	3	3	Investments	3	3	Marketing Planning	3	3	Business Communication in English	3	3	International Marketing Management	3	3
								Management of Technology	2	2	Big Data Analysis and Application	2	2	Service Management	2	2	Marketing Research	3	3	Customer Relationship Management	2	2	Financial Statement Analysis	2	2
											Blockchain and Digital Technology	2	2	Electronic Commerce	3	3	Marketing Survey	2	2	Customer Relationship Management System	2	2	Risk Management	2	2
															2	2	Summer Intern	2	2	Simulation of Service	3	3			
																	Entrepreneurship Mangement	2	2						
																	Quality Management	3	3						
																	Management Issues and Internship Orientation in Semiconductor Industry	3	3						
																	Practical trainee of Semiconductor Industry	1	1						

Notes:

1. Minimum credits required to graduate:128.

2. Required courses: 61 credits; elective courses: 39 credits (excluding credits earned from university-wide common core requirements and general education courses;

3. University-wide common core requirements and general education courses total 28 credits. The relevant regulations are based on the school's "Implementation Regulations of Courses in the College of General Education", "Course Schedule of College of the General Education," and "Implementation Regulations of

Language Education".

4. <u>8</u> credits in English and/or a second foreign language are required to graduate.
   (1)The English proficiency graduation requirement for domestic students is CEFR B1 level or higher with related grade report or transcript. For departments with higher English proficiency requirements, the requirements will be in effect.
   (2)Students who fail to meet the graduation requirement after two attempts at English proficiency tests during their academic years may fulfill it by passing any of the following:
   a) School's English proficiency graduation test,
   b) Participation in a short-term English improvement course offered by the Foreign Language Education Center and compliance with the course regulations,
   c) Taking and passing at least one professional course that adopts English as a Medium of Instruction (EMI) offered by the college or the department which is worth two or more credits.
   (3)Students with a TOEIC score of 550 or above (equivalent to CEFR B1 level) are exempt from Practical English (I) and (II) (4 credits); those achieving a TOEIC score of 785 or above (equivalent to CEFR B2 level) are exempt from Practical English (I), (II), (III) and (IV) (8 credits), but must take elective courses like English for Specific Purposes (ESP) courses or other foreign languages to meet the English and/or second foreign language graduation credit requirements. For courses of other foreign languages, please refer to the course schedule of the Foreign Language Education Center.

5. Credits earned by students from the common courses offered by their respective colleges shall be accepted as their affiliated departments' professional courses. However, credits earned from interdisciplinary courses offered either by their colleges or by other colleges will be accepted as credits earned from departments outside their own.

6. Departmental requirements (programs, certifications, licenses, recognition of external department credits,and other requirements):
   (1) A maximum of 12 credits from professional elective courses not offered by this department can be recognized.
   (2) The dual-degree program and international students are exempt from this requirement, subject to approval by their department or institute.
   (3) The listed elective courses are tentative and will be offered based on actual needs each semester.