2022 Curricula for the Day School (4-year College Program) in Department of Business Administration

Course Category				1st Academic Year Semester 1			Semester 2			2nd Academic Year Semester 1			Semester 2			3rd Academic Year Semester 1			Semester 2			4th Academic Year 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			Credits Needed 12	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 — min. required: 6 credits (One Required Course from Each Field)

Field	Courses
Marine Technology and Civilizational Development	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 — min. required: 14 credits across at least 3 different course groups

Field	Courses
Humanities and Creative Aesthetics	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			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
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	Strategic Management	3	3			
			Accounting(I)	3	3	Accounting(II)	3	3	Financial Management	3	3	Managerial Accounting	3	3	Human Resource Management	3	3	Practice Project(I)	1	1	Practice Project(II)	1	1			
			Economics(I)	3	3	Economics(II)	3	3	Computer Programming	3	3	Organizational Behavior	3	3												
			Marketing Management	3	3	Management	3	3																		
			Business Essentials	2	2	Information Management	3	3																		
	Elective	Credits Needed 39	Creative and Innovation Management	2	2	Consumer Behavior	3	3	Cost Accounting	3	3	Big Data Analysis and Application	2	2	Advertising and Promotion Strategy	3	3	Enterprise Resource Planning	3	3	Career Internship (Semester) (I)	9	9	Career Internship (Semester)(II)	9	9
			Team management	2	2	Business Etiquette	2	2	Electronic Commerce	2	2	Retailing and Channel Management	2	2	Database Management and System	3	3	Quality Management	3	3	Supply Chain and Logistics Management	3	3	International Business Management	3	3
						Managerial Psychology	2	2	Brand Management	2	2	Blockchain and Digital Technology	3	3	Business English	3	3	Marketing Planning	3	3	Business Communication in English	3	3	International Marketing Management	3	3
									business leadership	2	2	Financial Market	2	2	Industry analysis	2	2	Marketing Research	3	3	Project Management	2	2	Financial Statement Analysis	2	2
									Commercial Law	2	2	Knowledge Management	2	2	Service Management	2	2	Entrepreneurship Mangement	2	2	Customer Relationship Management	2	2	Risk Management	2	2
												Introduction of Semiconductor Industry	2	2	Investments	3	3	Marketing Survey	2	2	System Simulation of Service	3	3	Management of Technology	2	2
																		Summer Intern	2	2						

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 <u>28</u> 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.