2024 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			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 (4)	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	1	Community Service (II)	0	1																		
General Education Courses	University General Education Domains	Introduction to Basic Exploration	min. required: 2 credits	University General Education /2/2 Exploration in Arts and Beauty、Computing and Programming、Life and Ethics、 Field Study of Kaohsiung、Sustainable Marine Science and Technology、Creativity and Innovation																							
	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																							
		General Education Micro-credits		General education micro-credits course 1/1、General education micro-credits course 2/1、General education micro-credits course 3/1、General education micro-credits course General education micro-credits course 5/1、、General education micro-credits course 6/1、General education micro-credits course 7/1、General education micro-credits course 8/1、General education micro-credits course 9/1、General education micro-credits course 10/1																							
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 Semester 1			1st Academic Year Semester 2			2nd Academic Year Semester 1			2nd Academic Year Semester 2			3rd Academic Year Semester 1			3rd Academic Year Semester 2			4th Academic Year Semester 1			4th Academic Year 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	Business Etiquette	2	2	Consumer Behavior	3	3	Cost Accounting	3	3	Database Management and System	3	3	Investments	3	3	Enterprise Resource Planning	3	3	Career Internship (Semester) (I)	9	9	Career Internship (Semester)(II)	9	9
			Managerial Psychology	2	2	Creative and Innovation Management	2	2	Electronic Commerce	2	2	Retailing and Channel Management	2	2	Advertising and Promotion Strategy	3	3	Quality Management	3	3	Supply Chain and Logistics Management	3	3	International Business Management	3	3
			Team management	2	2				Brand Management	2	2	Blockchain and Digital Technology	2	2	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	Big Data Analysis and Application	2	2	Marketing Research	3	3	Customer Relationship Management	2	2	Financial Statement Analysis	2	2
									Commercial Law	2	2	Industry Analysis	2	2	Knowledge Management	2	2	Project Management	3	3	System Simulation of Service	3	3	Risk Management	2	2
															Service Management	2	2	Entrepreneurship Mangement	2	2				Management of Technology	2	2
																		Marketing Survey	2	2						
																		Off-Campus Practicum	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 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. 8 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 (1) and (2) (4 credits); those achieving a TOEIC score of 785 or above (equivalent to CEFR B2 level) are exempt from Practical English (1), (2), (3) and (4) (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) Students must complete at least three EMI (English as a Medium of Instruction) courses before graduation.

  (3) The listed elective courses are tentative and will be offered based on actual needs each semester.