**DEPARTMENT OF INTERNATIONAL BUSINESS , CHUNG-HUA UNIVERSITY**

**FOUR YEARS CURRICULUM PLAN (2015)**

**104.10.30**

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| ***Freshman*** | | ***Sophomore*** | | ***Junior*** | | ***Senior*** | |
| **1**st **semester** | **2**nd  **semester** | **1**st **semester** | **2**nd  **semester** | **1**st **semester** | **2**nd  **semester** | **1**st **semester** | **2**nd  **semester** |
| Calculus (3)  Economics I (3)  Introduction to  Business Software (3)  Accounting I (3)  Management (3)  Military Training I (0)  Physical Education I (0) | Economics II(3)  Accounting II (3)  International Business Management (3)  Business Law (2)  Business English Conversation (2)  Military Training II (0)  Physical Education II (0) | Statistics I (3)  International Trade Practices (3)  Essentials of Financial Markets (3)  Marketing Management (2)  Business English Reading (2)  Physical Education I (0) | Statistics II (3)  Financial  Management (3) International Trade Document Practice(3)  Business  English Writing (2)  Physical Education II (0) | International Trade Theories and Policies(3)  International Finance and Foreign Exchange (2)  Global Marketing Management (2) | E-Commerce (2)  International Business Case Study I (3) | International Business Case Study II (3) |  |
| 15 | 13 | 13 | 11 | 7 | 5 | 3 | 0 |
| **Above are Required Courses：67**  **Core Courses**：Calculus、Economics、Accounting、Statistics、International Business Management、Introduction to Business Software、International Trade Theories and Policies、International Trade Practices、Global Marketing Management、International Trade Document Practice、Business English Conversation、Business English Reading、Business English Writing | | | | | | | |
|  | Introduction to  Business Software II (3) | The Development of International Business Administration(2) | Original Marketing (2) | Excel and Marketing Research Analysis (3)  Business English Presentation (2) | Case Study in Management(2) | International Law of Economy and Finance(2)  Employment Ethics(2) |  |
| **Above are Required Elective courses：18** | | | | | | | |
| English I(2) | English II(2) | English III(1) | English IV (1) |  |  |  |  |
| **General Education：28** | | | | | | | |

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| Elective | ***Freshman*** | | ***Sophmore*** | | ***Junior*** | | ***Senior*** | |
| **1**st **semester** | **2**nd  **semester** | **1**st **semester** | **2**nd  **semester** | **1**st **semester** | **2**nd  **semester** | **1**st **semester** | **2**nd  **semester** |
| International Business Management | Developing Soft Capabilities(2) | Consumer Behavior (3) | Microeconomics(3)  Strategic Management (3) | Macroeconomics (3)  Corporate social responsibility(2)  Economic News Reading and Analysis(2)  Advertising Creativity and Strategy(3) | Strategies of International Business(3) Customer Relationship Management(3)  Brand Management(3)  Industry Analysis(3)  International Human Resource Management(2) | Business Planning(3)  Service Marketing(3)  Secretarial Practices(3)  Career Internship I (2)  Lectures on Economics and Finance(2) | Career Internship II (2)  Academic Cooperative Internship I (3)  Academic Cooperative Internship II (3)  Academic Cooperative Internship III (3) | The Analysis of Financial Statements(3)  Industry internship I (3)  Industry internship II (3)  Industry internship III (3)  Marketing Research Between Taiwan and Mainland(3) Special Topic on Budget Planning and Financial Planning(3) |
| International Trade | Developing Soft Capabilities(2) | International culture and etiquette (2) | Microeconomics(3) | Macroeconomics (3)  Corporate social responsibility(2)  Introduction to Logistics Management(3)  Economic News Reading and Analysis(2) Customs Clearance practice (3) | Topics on Financial Planning(3)  International Financial Management(3)  Special Topics on Financial Institution Management (3)  Special Topics on Bookkeeper Professional License Tests(I) (3)  Finance Lecture I (2) | Business Planning(3)  Investment(3)  Foreign Exchange Trade(3)  Insurance and Financial Risk (3)  Special Topics  on Bookkeeper Professional License Tests(II)(3)  Career Internship I (2)  Finance Lecture II (2) Lectures on Economics and Finance(2) | Business Communication(2)  Career Internship II (2)  Academic Cooperative Internship I (3)  Academic Cooperative Internship II (3)  Academic Cooperative Internship III (3) | Industry internship I (3)  Industry internship II (3)  Industry internship III (3)  Marketing Research  Between Taiwan and Mainland(3) Special Topic on Budget Planning and Financial Planning(3) |
| Language and Information |  |  | Japanese (2)  Internet and Cloud  Application (3) | Japanese Conversation (2) | Japanese Business Management(2)  App Design and Application(3) |  | Trade Information System(3)  Enterprise Resources planning(3) |  |

Total Graduated Credit:128 At Least（Required Course 67+General Education 28+Other Elective Courses 33 ）