**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 toBusiness 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)BusinessEnglish 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 toBusiness 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 ResearchBetween 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 ）