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

**Career-Oriented Curriculum Design (2016)** 2016.08.11

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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** |
| **Required Courses** | | | Calculus  Economics I  Introduction to  Business Software I  Accounting I  Management | Economics II  Accounting II  International Business Management  Business Law  Business English  Conversation | Statistics I  International Trade Practices  Essentials of Financial Markets  Marketing Management  Business English Reading | Statistics II  Financial  Management  International Trade Document Practice  Business  English Writing | International Trade Theories and Policies  International Finance and Foreign Exchange  Global Marketing Management | E-Commerce    Special Topics on International Business I | Special Topics on International Business II |  |
| **Required Elective courses** | | |  | Introduction to Business  Software II  Career Planning | The Development of International Business Administration | Original Marketing  Introduction to Special Topics on International Business I | Excel and Marketing Research Analysis  Business English Presentation  Introduction to Special Topics on International Business II | Case Study in Management | International Law of Economy and Finance  Employment Ethics |  |
| **Elective and program courses**  **學程** | **Occupation** | **International Trade** | Soft Capability  Development | International culture and etiquette | Japanese  Microeconomics  Internet and Cloud  Application  Money and the financial system  English Reading I | Customs Clearance practice  Japanese Conversation  Macroeconomics  Corporate social responsibility  Economic News Reading and Analysis  Business English Conversation  Tourism English | Industry Analysis  Topics on Financial Planning  Finance Lecture I  International Financial Management  Japanese Business Management  Strategies of International Business  Customer Relationship Management  Business Presentation  Insurance Law and Practices | Investment  Foreign Exchange Trade  Business Planning  Secretarial Practices  Finance Lecture II  Insurance and Financial Risk  Lectures on Economics and Finance  Career Internship I  Futures and Options  Business English Writing | Academic Cooperative Internship I II III  Business Communication  Trade Information System  Career Internship II  International Trading Case Study  News in English  Listening for English Standardized Proficiency Exams  Logistics Professional Certificate Tutorship Course | Industry internship I II III  Marketing Research Between Taiwan and Mainland |
| Logistics | Soft Capability  Development | Consumer Behavior  International culture and etiquette | Japanese  Internet and Cloud  Application | Customs Clearance practice  Japanese  Conversation  Introduction to Logistics Management  Corporate social responsibility  Economic News Reading and Analysis  Business English Conversation | Industry Analysis  Customer Relationship Management  International Human Resource Management  App Design and Application  Strategies of International Business  International Logistics and Intermodal Transportation  Supply Chain Management | Business Planning  Service Marketing  Career Internship I  Transportation and Logistics Management  Logistics Information System  Inventory Control and Warehouse Management  Performance Evaluation and Management for Logistics | Academic Cooperative Internship I II III  Enterprise Resources planning  Trade Information System  Career Internship II  Business Communication  International Trading Case Study  News in English  Listening for English Standardized Proficiency Exams  Logistics Professional Certificate Tutorship Course | Industry internship I II III  Marketing Research Between Taiwan and Mainland |
| Banking and Finance | Soft Capability  Development | Consumer Behavior | Japanese  Microeconomics  English Oral CommunicationⅠ  English Reading I | Japanese Conversation  Macroeconomics  Corporate social responsibility  Economic News Reading and Analysis  Business English Conversation | Industry Analysis  International Financial Management  Special Topics on Financial Institution Management  Special Topics on Bookkeeper Professional License Tests I  Finance Lecture I  Topics on Financial Planning  Insurance Law and Practices  Topics on Wealth Management Planning  Special Topics on Financial Information System and application | Investment  Foreign Exchange Trade  Finance Lecture II  Insurance and Financial Risk  Lectures on Economics and Finance  Special Topics  on Bookkeeper Professional License Tests II  Career Internship I  Futures and Options  Business Presentation  Technical Analysis  Special Topics on Fixed Income Market  Financial Risk Management | Academic Cooperative Internship I II III  Career Internship II  Business Communication  Special Topics on Financial Certification I  Special Topics on Securities Specialist Professional License Tests  Listening for English Standardized Proficiency Exams | Industry internship I II III  The Analysis of Financial Statements  Special Topic on Budget Planning and Financial Planning  Financial Risk Management  Special Topics on Financial Certification II  Topics on Derivative Securities |
| Marketing Planning | Soft Capability  Development | Consumer Behavior  International culture and etiquette | Japanese  Strategic Management  Internet and Cloud  Application  English Oral CommunicationⅠ  English Reading I | Japanese Conversation  Corporate social responsibility  Economic News Reading and Analysis  Advertising Creativity and Strategy  Business English Conversation  Tourism English | Industry Analysis  Strategies of International Business  Customer Relationship Management  Brand Management  International Human Resource Management  Japanese Business Management  App Design and Application  Business Presentation | Business Planning  Secretarial Practices  Service Marketing  Lectures on Economics and Finance  Career Internship I | Academic Cooperative Internship I II III  Business Communication  Enterprise Resources planning  Career Internship II  News in English  Listening for English Standardized Proficiency Exams | Industry internship I II III  The Analysis of Financial Statements  Marketing Research Between Taiwan and Mainland |

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