**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 toBusiness Software IAccounting I Management  | Economics IIAccounting IIInternational Business ManagementBusiness LawBusiness English Conversation | Statistics I International Trade Practices Essentials of Financial Markets Marketing ManagementBusiness English Reading  | Statistics II Financial ManagementInternational Trade Document PracticeBusinessEnglish Writing  | International Trade Theories and PoliciesInternational 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 BusinessSoftware IICareer Planning | The Development of International Business Administration | Original MarketingIntroduction to Special Topics on International Business I  | Excel and Marketing Research AnalysisBusiness English PresentationIntroduction to Special Topics on International Business II  | Case Study in Management | International Law of Economy and FinanceEmployment Ethics |  |
| **Elective and program courses****學程** | **Occupation** | **International Trade** | Soft CapabilityDevelopment | International culture and etiquette | Japanese MicroeconomicsInternet and Cloud  Application Money and the financial systemEnglish Reading I | Customs Clearance practiceJapanese ConversationMacroeconomicsCorporate social responsibilityEconomic News Reading and AnalysisBusiness English ConversationTourism English | Industry AnalysisTopics on Financial PlanningFinance Lecture IInternational Financial ManagementJapanese Business ManagementStrategies of International BusinessCustomer Relationship ManagementBusiness PresentationInsurance Law and Practices | InvestmentForeign Exchange TradeBusiness PlanningSecretarial PracticesFinance Lecture IIInsurance and Financial Risk Lectures on Economics and FinanceCareer Internship IFutures and OptionsBusiness English Writing | Academic Cooperative Internship I II IIIBusiness CommunicationTrade Information SystemCareer Internship IIInternational Trading Case StudyNews in EnglishListening for English Standardized Proficiency ExamsLogistics Professional Certificate Tutorship Course | Industry internship I II IIIMarketing Research Between Taiwan and Mainland |
| Logistics | Soft CapabilityDevelopment | Consumer BehaviorInternational culture and etiquette | Japanese Internet and Cloud  Application  | Customs Clearance practiceJapaneseConversationIntroduction to Logistics ManagementCorporate social responsibilityEconomic News Reading and AnalysisBusiness English Conversation | Industry AnalysisCustomer Relationship ManagementInternational Human Resource ManagementApp Design and ApplicationStrategies of International BusinessInternational Logistics and Intermodal TransportationSupply Chain Management | Business PlanningService MarketingCareer Internship ITransportation and Logistics ManagementLogistics Information SystemInventory Control and Warehouse ManagementPerformance Evaluation and Management for Logistics | Academic Cooperative Internship I II IIIEnterprise Resources planningTrade Information SystemCareer Internship IIBusiness CommunicationInternational Trading Case StudyNews in EnglishListening for English Standardized Proficiency ExamsLogistics Professional Certificate Tutorship Course | Industry internship I II IIIMarketing Research Between Taiwan and Mainland |
| Banking and Finance | Soft CapabilityDevelopment | Consumer Behavior  | Japanese Microeconomics English Oral CommunicationⅠEnglish Reading I | Japanese ConversationMacroeconomicsCorporate social responsibilityEconomic News Reading and AnalysisBusiness English Conversation | Industry AnalysisInternational Financial ManagementSpecial Topics on Financial Institution ManagementSpecial Topics on Bookkeeper Professional License Tests IFinance Lecture ITopics on Financial PlanningInsurance Law and PracticesTopics on Wealth Management PlanningSpecial Topics on Financial Information System and application | InvestmentForeign Exchange TradeFinance Lecture IIInsurance and Financial Risk Lectures on Economics and FinanceSpecial Topics on Bookkeeper Professional License Tests IICareer Internship IFutures and OptionsBusiness PresentationTechnical AnalysisSpecial Topics on Fixed Income MarketFinancial Risk Management | Academic Cooperative Internship I II IIICareer Internship IIBusiness CommunicationSpecial Topics on Financial Certification ISpecial Topics on Securities Specialist Professional License TestsListening for English Standardized Proficiency Exams | Industry internship I II IIIThe Analysis of Financial StatementsSpecial Topic on Budget Planning and Financial PlanningFinancial Risk ManagementSpecial Topics on Financial Certification IITopics on Derivative Securities |
| Marketing Planning | Soft CapabilityDevelopment | Consumer BehaviorInternational culture and etiquette | Japanese Strategic ManagementInternet and Cloud  ApplicationEnglish Oral CommunicationⅠEnglish Reading I | Japanese ConversationCorporate social responsibilityEconomic News Reading and AnalysisAdvertising Creativity and StrategyBusiness English ConversationTourism English | Industry AnalysisStrategies of International BusinessCustomer Relationship ManagementBrand ManagementInternational Human Resource ManagementJapanese Business ManagementApp Design and ApplicationBusiness Presentation | Business PlanningSecretarial PracticesService MarketingLectures on Economics and FinanceCareer Internship I | Academic Cooperative Internship I II IIIBusiness CommunicationEnterprise Resources planningCareer Internship IINews in EnglishListening for English Standardized Proficiency Exams | Industry internship I II IIIThe Analysis of Financial StatementsMarketing Research Between Taiwan and Mainland |

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