

Chung Hua University Department of International Bussiness									
107 Four-year Program in Curriculum									
Passed during IB committee meeting March 22, 2018									
Passed during executive committee meeting April 2, 2018									
Freshman		Sophomore		Junior		Senior			
Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester
Compulsory Subject (Total 28 Credits)									
Physical Education (I)	0	Physical Education (II)	0	Physical Education	0	Physical Education	0	Liberal Studies	2
English (I)	2	English (II)	2	English (III)	1	English (IV)	1	Liberal Studies	2
Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2		
Liberal Studies	2	Liberal Studies	2	Liberal Studies	2	Liberal Studies	2		
Military Training (I)		Military Training (I)							
6	6	5	5	4	2				
School Required (Total 3 Credits)									
Intercollege Micro Programs	3								
3									
College Required (Total 40 Credits)									
Business Operating Practices	3	Smarter Commerce Practices	3	Economics (I)	3	Statistics(II)	3	Special Topics (I)	1
App Design and Application	3	Introduction to Big Data Analytics	3	Statistics(I)	3	Business Ethics	3	Special Topics (II)	1
Introduction to Business Software	3	Creative Thinking and Innovation	3	Finance Lecture	2				
Accounting (I)	3	Management	3						
12	12	8	6	0	1	1			
Department Required (Total 30 Credits)									
Business English Conversation	2	International Business Management	2	International Trade Practices	3	International Trade Document Practice	3	Digital Marketing	3
Career Planning	1			Product and Industry Analysis	3	Business English	3	Cross-border e-commerce simulation practice	3
						E-commerce shop design practice	3	Business Communication	3
3	2	6	9	4	6				
Selected (21 Credits or Above) 【 12 Primary Credits Selected, 9 Credits Selected form Others 】									
Developing Soft Capabilities	2	Consumer Behavior	3	Strategic Management	3	Corporate social responsibility	2	Strategies of International Business	3
Calculus	3	Accounting (II)	3	Marketing Management	2	Economic News Reading and Analysis	2	Business Planning	3
		International culture and etiquette	2	Japanese	2	Introduction to Logistics Management	3	Service Marketing	3
		Introduction to Business Software (II)	3	Business reading comprehension	2	Customs Clearance practice	3	Industry Practical Training (I)	3
				The Development of International Business Administration	2	Japanese Conversation	2	Industry Practical Training (II)	3
				Experiential Marketing	3	Financial Management	3	Industry Practical Training (III)	3
				Financial Market	2	Business English Presentation	2	Enterprise Resource planning	3
				Economics (II)	3	Management of Financial Institution	3	Marketing Research Between Taiwan and Mainland	3
				E-Commerce	3	Special Topics on Bookkeeper Professional License Tests(I)	2	Special Topics on Financial Module of ERP (I)	2
						Japanse Business Management	2	Special Topics on Financial Module of ERP (I)	2
						International Business Regulations	3	Retail Store Operations and Logistics Service Management	3

※Remarks : Minimum 128 Credits Ggraduated.

【Non credit-related graduation requirements】

© Students must achieve regulations imposed by "Chung-Hua University Students' English Ability Qualification Measures for Graduation" and "Student Information Applying Capability by TQC Certification and Rewarding Measures" (The College of Management requires TQC Excel pratition level or above)