

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								
Compulsory Subject (Total 28 Credits)															
Physical Education (I)	0	Physical Education (II)	0	Physical Education	0	Liberal Studies	2	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	Special Topics (II)	1		
App Design and Application	3	Introduction to Big Data Analytics	3	Statistics(I)	3	Business Ethics	3								
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	Cross-border e-commerce simulation practice	3				
Career Planning	1			Product and Industry Analysis	3	Business English	3	Introduction to Special Topics	1	Business Communication	3				
				E-commerce shop design practice	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	Business Planning	3	Intemalship(I)	2	The Analysis of Financial Statements	3
Calculus	3	Accounting (II)	3	Marketing Management	2	Economic News Reading and Analysis	2	Customer Relationship Management	3	Service Marketing	3	Industry Practical Training (I)	3	Industry Practical Training (I)	3
		International culture and etiquette	2	Japanese	2	Introduction to Logistics Management	3	Brand Management	3	Intemalship(I)	2	Industry Practical Training (II)	3	Industry Practical Training (II)	3
		Introduction to Business Software (II)	3	Business reading comprehension	2	Customs Clearance practice	3	International Human Resource Management	3	Investment	3	Industry Practical Training (III)	3	Industry Practical Training (III)	3
				The Development of International Business Administration	2	Japanese Conversation	2	Global Marketing Management	2	nsurance and Financial Risk	3	Enterprise Resource planning	3	Marketing Research Between Taiwan and Mainland	3
				Experiential Marketing	3	Financial Management	3	Topics on Financial Planning	2	Special Topics on Bookkeeper Professional License Tests(II)	3	Special Topics on Financial Module of ERP (I)	2	Special Topics on Financial Module of ERP (I)	2
				Financial Market	2	Business English Presentation	2	International Financial Management	3	Excel and Marketing Research Analysis	3		3	Retail Store Operations and Logistics Service Management	3
				Economics (II)	3	Management of Financial Institution	3	Case Study in Management	3						
				E-Commerce	3	Special Topics on Bookkeeper Professional License Tests(I)	3	Retail and Services Management	3						
						Japanse Business Management	2								
						International Business Regulations	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 praitition level or above)