

Undergraduate Degree Program of Business Administration

	1st Fall Semester	1st Spring Semester	2nd Fall Semester	2nd Spring Semester	3rd Fall Semester	3rd Spring Semester	4th Fall Semester	4th Spring Semester	Professional Certificates	Learning Goals
General Education	Chinese Reading and Expressing(I)	Chinese Reading and Expressing (II)	Professional English Communication (I)	Professional English Communication(II)	Classified Courses (Arts and Aesthetics)	Classified Courses (Philosophy and Thinking)		Certificate for Information Basic Ability	TOIEC more than 400	Professional Knowledge of Business Administration
	English Listen Training	English Oral Communication	Physical Education(III)	Physical Education(IV)		Certificate for Foreign Language			Professional certificate	Ability of applying information technology
	Classified Courses (Life Science)	Classified Courses (Empirical and Business)	Taiwan And The World	Classified Courses (Technology and Society)						Communication and coordination ability
COB Core Course	Fundamental Calculus	Introduction to Computers	Statistics (I)		Business Ethics					Professional Knowledge of Business
	Management	Financial Accounting								Problem solving ability
Department Core Course		Managerial Accounting	Civil Law	Commercial Law	Financial Management	Business Research Method	Seminar for Practice	Professional Certificate		Communication and coordination ability
		Managerial Economics	Information Management	Organizational Behavior	Production and Operation Management	Business Policy	Business Internship(Summer)	Seminar		Social concern and business ethics
		Calculus for Business	Marketing Management	Statistics(II)						
		Introduction to Network Application		Consumer Behavior						
Elective Courses: Select One Track	Marketing and Entrepreneurship		Final for small and Medium Enterprises	Financial Analysis and Enterprise Credit Reference	Marketing Planning Practice	Lease Practice	International Marketing			Professional Knowledge of Business
			Account Receivable Purchase Management		Brand and Promotion Management	Entrepreneurship management	Service Marketing			Communication and coordination ability
						Investment Practice	Industry Coordination Activities			
						New Product Development				
	Organization and human Resource	Introduction to Management Classic Readings	Interpersonal Communication	Creative Thinking	Human Resource Selection	Group Communication	Human Resource Management			Professional Knowledge of Business Administration
	Creative Application of Life		Introduction to Administration of Labor Relations		International Business Management					
Operation and Information		Website Planning and Design	Data Basic Management System	Electronic Commerce	Electronic Business	Business Intelligence	Supply Chain Management		Professional Knowledge of Business Administration	
		Advanced Application of Commercial Packaged Software	Management	ERP(Distribution)	ERP(Production Management)		Knowledge Management			
Other Elective				Workplace English	Advance Workplace English	Short-term Business Internship	Seminar on Management Practice		Professional Knowledge of Business Administration	
						Business Management Practice	Problem Analysis and Precision Management			
						Business Diagnostics and Analysis			Problem solving ability	
						Professional English in Business Workplace	Internship for Business Practice		Communication and coordination ability	
Informal Courses	Student Organization(Students Association of Business Administration Department)				Speeches from Seminars					
	Service Learning				Innovation Venture Competition	International Exchange Activities	Business Operation Competition			Ability of applying information technology
	Speeches about Humanities and Society				Industry Visiting(I)	Industry Visiting (II)	Graduation Special Project			
	Speech Competition				Industry Novitiate	Speech from Industry Managers	Industry Internship			Social concern & business ethics

Remarks :

- For graduation, 136 credits are required, including 20 COB required credits, 49 department required credits, 35 elective credits, 32 general education credits.
- Among 3 professional tracks, at least one track is required to fully satisfied with at least 20 credits.
- Professional certificates and TOIEC are required for graduation.
- Informal courses are required to finish within regular semesters.