

**Chung Hua University and University of the West of England Undergraduate Dual Degree Program in Business Administration
111 Four-year Program in Curriculum**

2022/5/23

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) English (I) Liberal Studies 【International vision and explore】 Liberal Studies	0 2 2 2	Physical Education (II) English (II) Liberal Studies Liberal Studies	0 2 2 2	English (III) Liberal Studies Liberal Studies	1 2 2	English (IV) Liberal Studies Liberal Studies	1 2 2	Liberal Studies Liberal Studies	2 2						
6	6	5	5	4	2										
School Required (Total 0 Credits)															
College Required (Total 12 Credits)															
Introduction to Business Software	3	Python Programming	3	Big Data Analytics and Business Intelligence (PBI/VBA)	3	Enterprise Resource Planning Systems and Practice	3								
3	3	3	0	3	0										
Program Required (Total 40 Credits)															
Economics (I) Accounting (I) Management	3 3 3	Economics (II) Organization Behavior Marketing Management	3 3 3	Statistics(I) Financial Management(I)	3 3	Statistics(II) Human Resource Management	3 3	International Business Management	3	Business Ethics Special Topics (I) Strategic Management	3 1 3				
18	12	10													
Elective Courses(Total 48 Credits) 【39 Primary Credits Selected, 9 Credits Selected form Others】															
9 Credits Selected form Others															
Introduction to Business	3	Business English (II)	3	Business English (III)	3	Business English (IV)	3	English Writing and Communication(I)	3	English Writing and Communication (II)	3	International Business Development Strategy	3	Business Events Management	3
Business English(I)	3	New Product Development	3	Human Resource Development	3	Supply Chain Management	3	Financial Management (II)	3	Special Topics on Management	3	Business Management and Economic Analysis	3	International Business Risk Management	3
Business English Communication	3	Strategy Marketing	3	Special topic in Human Resource Management	3	Project Management	3	Investment and Finacial Management	3	Applied Management Planning Tools	3	EU Business Management and Laws	3	Business Financial Planning and Valuation	3
Marketing Research	3	Green Marketing	3	Positive Psychology	3	Introduction of Database Management	3	Financial Statements Analysis	3	Business Coordination and Communication	3	Special Topics (II)	1		
Marketing Analysis and Decision-making	3	Advertising Creativity and Strategy	3	Leadership and Development	3	Supply Chain Managemen	3	Financial Risk Management	3	Business English Oral Training	3				
Marketing Research Between Taiwan and Mainland	3	Digital Marketing	3	Career Development	3	Electronic Commerce	3	Decision Support System	3	Business Reading Comprehension	3				
Service Marketing	3	Relationship Marketing	3	Problem Solving Techniques	3	Internet Marketing	3	Macroeconomics Analysis	3	Business Planning	3				
Brand Management	3	International Business Management	3	Enterprise Resource Planning	3	Special Topics on Digital Management	3	Manufacturing Management	3	Management Cases Analysis	3				
Distribution and Retail Management	3	New Media Management Practices	3	Excel BI Data Analysis	3	Designing App of Personal Media Management	3	Business Math	3	Management Science	3				
Consumer Behavior	3	Creative Thinking and Innovation Management	3	Database Management and Application	3	Quality Management	3	Business Data Analysis and Applicatic	3						
High Tech Marketing	3	English writing communication and practice	3	IELTS English Advanced Vocabulary and Grammar	3	Business Intelligence	3								
International Marketing	3			International Logistics	3	Creative Marketing	3								
Experiential Marketing	3			Special topics in British Culture	3	Entrepreneurship and Innovation Management	3								
Service Management	3			Business English and Introduction to British Culture	2	Multinational Organization and Business Management	3								
IELTS Basic Vocabulary and Reading	0			Introduction to Global Brand	3										

© 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)

Total : 128