

Chung Hua University and University of the West of England Undergraduate Dual Degree Program in Business Administration
110Four-year Program in Curriculum

Approved at the 1st Meeting of Committee of academic year 109 2nd semester, on March 24, 2021
 Approved at the 2nd College Curriculum Meeting of academic year 109 2nd semester, on March 29, 2021
 Revised at the 2nd Meeting of Committee of academic year 110 1st, on December 08, 2021
 Revised at the 1st Meeting of Committee of academic year 111 1st, on October 12, 2022
 Revised at the 1st Meeting of Committee of academic year 111 2nd, on March 16, 2023
Revised at the 2nd Meeting of Committee of academic year 111 2nd, on June 16, 2023

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	English (III)	1	English (IV)	1
English (I)	2	English (II)	2	Liberal Studies 【An Introduction to Western Musical History】	2	Liberal Studies	2
Liberal Studies 【International vision and explore】	2	Liberal Studies 【Music and Perception】	2	Liberal Studies	2	Liberal Studies	2
Liberal Studies 【The science of Biology】	2	Liberal Studies 【Discovery EastSouth Asia】	2				
6	6	4	4	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			
Program Required (Total 40 Credits)							
Economics (I)	3	Economics (II)	3	Statistics(I)	3	Statistics(II)	3
Accounting (I)	3	Organization Behavior	3	Financial Management(I)	3	Human Resource Management	3
Management	3	Marketing Management	3			International Business Management	3
						Business Ethics	3
						Special Topics (I)	1
						Strategic Management	3
18		12		10			
Elective Courses(Total 48 Credits) 【18 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
Business English(I)	3	New Product Development	3	Human Resource Development	3	Supply Chain Management	3
Business English Communication	3	Strategy Marketing	3	Special topic in Human Resource Management	3	Project Management	3
Marketing Research	3	Green Marketing	3	Positive Psychology	3	Introduction of Database Management	3
Marketing Analysis and Decision-making	3	Advertising Creativity and Strategy	3	Leadship and Development	3	Supply Chain Management	3
Marketing Research Between Taiwan and Mainland	3	Digital Marketing	3	Career Development	3	Electronic Commerce	3
Service Marketing	3	Relationship Marketing	3	Problem Solving Techniques	3	Internet Marketing	3
Brand Management	3	International Business Management	3	Enterprise Resource Planning	3	Special Topics on Digital	3
Distribution and Retail Management	3	New Media Management Practices	3	Excel BI Data Analysis	3	Designing App of Personal Media Management	3
Consumer Behavior	3	Creative Thinking and Innovation Management	3	Database Management and Application	3	Quality Management	3
High Tech Marketing	3	English writing communication and practice	3	IELTS English Advanced Vocabulary	3	Business Intelligence	3
International Marketing	3	Advanced IELTS Listening and Reading Practice(I)	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 Management	3
						International Business Development Strategy	3
						Business Management and Economic Analysis	3
						EU Business Management and Laws	3
						Applied Management Planning Tools	3
						Investment and Financial Management	3
						Financial Statements Analysis	3
						Financial Risk Management	3
						Decision Support System	3
						Macroeconomics Analysis	3
						Business Planning	3
						Manufacturing Management	3
						Management Cases Analysis	3
						Business Math	3
						Business Data Analysis and Application	3
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