

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

Approved at the 1st Meeting of Committee of academic year 110 2nd semester, on April 20, 2022
Approved at the 2nd College Curriculum Meeting of academic year 110 2nd semester, on May 23, 2022
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
Approved by the 3rd University Curriculum Committee on May 03, 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) English (I) Liberal Studies 【International vision and explore】 Liberal Studies 6	0 Physical Education (II) 2 English (II) 2 Liberal Studies 2 Liberal Studies 6	English (III) 2 Liberal Studies 2 Liberal Studies 2 5	1 English (IV) 2 Liberal Studies 2 Liberal Studies 2 5	Liberal Studies 2 Liberal Studies 2 4	Liberal Studies 2 2 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			
Program Required (Total 40 Credits)							
Economics (I) Accounting (I) Management 18	Economics (II) 3 Organization Behavior 3 Marketing Management 3	Statistics(I) 3 Financial Management(I) 3 12	Statistics(II) 3 Human Resource Management 3 3	International Business Management 3	Business Ethics 3 Special Topics (I) 1 Strategic Management 3 10		
Elective Courses(Total 48 Credits) 【39 Primary Credits Selected, 9 Credits Selected form Others】							
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Introduction to Business 3 Business English(I) 3 Business English Communication 3 Marketing Research 3 Marketing Analysis and Decision-making 3 Marketing Research Between Taiwan and Mainland 3 Service Marketing 3 Brand Management 3 Distribution and Retail Management 3 Consumer Behavior 3 High Tech Marketing 3 International Marketing 3 Experiential Marketing 3 Service Management 3 IELTS Basic Vocabulary and Reading 0	Business English (II) 3 New Product Development 3 Strategy Marketing 3 Green Marketing 3 Advertising Creativity and Strategy 3 Digital Marketing 3 Relationship Marketing 3 International Business Management 3 New Media Management Practices 3 Creative Thinking and Innovation Management 3 English writing communication and practice 3 Advanced IELTS Listening and Reading Practice(I) 3 Special topics in British Culture 3 Business English and Introduction to British Culture 2	Business English (III) 3 Human Resource Development 3 Special topic in Human Resource Management 3 Positive Psychology 3 Leadship and Development 3 Career Development 3 Problem Solving Techniques 3 Enterprise Resource Planning 3 Excel BI Data Analysis 3 Database Management and Application 3 IELTS English Advanced Vocabulary and Grammar 3 International Logistics 3 Special topics in British Culture 3 Business English and Introduction to British Culture 2	Business English (IV) 3 Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Management 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Designing App of Personal Media Management 3 Quality Management 3 Business Intelligence 3 Creative Marketing 3 Entrepreneurship and Innovation Management 3 Multinational Organization and Business Management 3 Introduction to Global Brand Management 3	English Writing and Communication(I) 3 Financial Management (II) 3 Investment and Financial Management 3 Financial Statements Analysis 3 Financial Risk Management 3 Decision Support System 3 Macroeconomics Analysis 3 Manufacturing Management 3 Business Math 3 Business Data Analysis and Application 3	English Writing and Communication (II) 3 Special Topics on Management 3 Applied Management Planning Tools 3 Business Coordination and Communication 3 Business English Oral Training 3 Business Reading Comprehension 3 Business Planning 3 Management Cases Analysis 3 Management Science 3	International Business Development Strategy 3 Business Management and Economic Analysis 3 EU Business Management and Laws 3 Special Topics (II) 3 ★Business Project In Theory 6 ★Business Project Research 6 ★Business Strategy 3 ★Competing Through Quality 3 ★Academic & Professional Development 3 ★Brand Management 3 ★Doing Business in Asia 1 Internships (I) 9	Business Events Management 3 International Business Risk Management 3 Business Financial Planning and Valuation 3 ★Business Project 6 ★Sustainable Business 3 ★Managing Organisational 3 ★Integrated Business Management Simulation 3 ★International Business in Emerging Markets 3

Total : 128