

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

Approved at the 1st Meeting of Committee of academic year 108 2nd semester, on March 31, 2020
Approved at the 1st College Curriculum Meeting of academic year 108 2nd semester, on April 06, 2020
Approved by the 2nd University Curriculum Committee on April 15, 2020
Revised at the 1st Meeting of Committee of academic year 109 1st, on November 28, 2020
Revised at the 2nd College Curriculum Meeting of academic year 109 1st semester, on December 28, 2020
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)	Physical Education (II)	English (III)	English (IV)	Liberal Studies 【An Introduction to Western Musical History】	Liberal Studies		
English (I)	English (II)	Liberal Studies 【International vision and explore】	Liberal Studies 【Music and Perception】	Liberal Studies			
Liberal Studies 【Self-exploration and Career Development】	Liberal Studies	Liberal Studies 【The science of Biology】	Liberal Studies 【Discovery EastSouth Asia】				
Liberal Studies 【Diversified Music Introduction】	Liberal Studies						
6	6	5	5	4	2		
School Required (Total 0 Credits)							
0	0	0	0				
College Required (Total 12 Credits)							
Introduction to Business Software	Certification of Microsoft Office Specialist in Excel	Big Data Analytics and Business Intelligence (PBI/VBA)		Enterprise Resource Planning Systems and Practice			
3	3	3	0	3	0	0	0
Program Required (Total 50 Credits)							
Economics (I)	Economics (II)	Statistics (I)	Statistics (II)	Manufacturing Management	Business Ethics	Special Topics (II)	
Accounting (I)	Management	Organization Behavior	Human Resource Management	International Corporation Management	Special Topics (I)		
Introduction to Business	Marketing Management	Financial Management (I)			Management Science Strategic Management		
18		15		16		1	
Elective Courses (Total 38 Credits) 【29 Primary Credits Selected, 9 Credits Selected form Others】							
9 Credits Selected form Others							
Business English (I)	Business English (II)	Business English (III)	Business English (IV)	English Writing and Communication (I)	English Writing and Communication (II)	International Business Development Strategy	Business Events Management
Business English Communication	New Product Development	Human Resource Development	Supply Chain Management	Financial Management (II)	Special Topics on Management	Business Management and Economic Analysis	International Business Risk Management
Marketing Research	Strategy Marketing	Special topic in Human Resource Management	Project Management	Investment and Financial Management	Applied Management Planning Tools	EU Business Management and Laws	Business Financial Planning and Valuation
Marketing Analysis and Decision-making	Green Marketing	Positive Psychology	Introduction of Database Management	Financial Statements Analysis	Business Coordination and Communication	Special Topics (II)	★Business Project
Marketing Research between Taiwan and Service Marketing	Advertising Creativity and Strategy	Leadship and Development	Supply Chain Management	Financial Risk Management	Business English Oral Training	★Business Project In Theory	★Sustainable Business
Brand Management	Digital Marketing	Career Development	Electronic Commerce	Decision Support System	Business Reading Comprehension	★Business Project Research	★Managing Organisational
Distribution and Retail Management	Relationship Marketing	Problem Solving Techniques	Internet Marketing	Macroeconomics Analysis	Business Planning	★Business Strategy	★Integrated Business Management Simulation
Consumer Behavior	International Business Management	Enterprise Resource Planning	Special Topics on Digital	Manufacturing Management	Management Cases Analysis	★Competing Through Quality	★International Business in Emerging Markets
High Tech Marketing	New Media Management Practices	Excel BI Data Analysis	Designing App of Personal Media Management	Business Math		★Academic & Professional Development	
International Marketing	Creative Thinking and Innovation Management	Database Management and Application	Quality Management	Business Data Analysis and Application		★Brand Management	
Experiential Marketing	English writing communication and practice	IELTS English Advanced Vocabulary and Grammar	Business Intelligence	Special topics in British Culture		★Doing Business in Asia	
Service Management	Advanced IELTS Listening and Reading Practice (I)	International Logistics	Creative Marketing			Internships (I)	9
IELTS Basic Vocabulary and Reading		Special topics in British Culture	Entrepreneurship and Innovation Management				
		Business English and Introduction to British Culture	Multinational Organization and Business Management				
			Introduction to Global Brand Management				

Total : 128