

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

Approved at the 1st Meeting of Committee of academic year 107 2nd semester, on May 09, 2019  
Approved at the 2nd College Curriculum Meeting of academic year 107 2nd semester, on May 09, 2019  
Revised at the 1st Meeting of Committee of academic year 108 1st, on August 19, 2019  
Revised at the 1st College Curriculum Meeting of academic year 108 1st semester, on September 02, 2019  
Revised at the 1st Meeting of Committee of academic year 109 1st, on November 25, 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 1st College Curriculum Meeting of academic year 111 2nd semester, on March 22, 2023  
**Revised at the 1st Meeting of Committee of academic year 108 1st, on September 02, 2019**

Freshman		Sophomore		Junior		Senior	
Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester
<b>Compulsory Subject (Total 28 Credits)</b>							
Physical Education ( I )	0 Physical Education ( II )	0 Physical Education	0 Physical Education	0 Liberal Studies	2 Liberal Studies	2	
English ( I )	2 English ( II )	2 English ( III )	1 English ( IV )	1 Liberal Studies	2		
Military Training ( I )	0 Military Training ( II )	0 Liberal Studies	2 Liberal Studies				
Liberal Studies	2 Liberal Studies	2 Liberal Studies	2 Liberal Studies				
Liberal Studies	2 Liberal Studies	2	2				
6	6	5	5	4	2		
<b>School Required (Total 0 Credits)</b>							
<b>College Required (Total 38 Credits)</b>							
Business Operating Practices	3 Smarter Commerce Practices	3 Economics ( I )	3 Statistics(II)		Special Topics ( I )	1	Special Topics ( II )
Creative Thinking and Innovation Managemen Management	3 App Design and Application	3 Statistics ( I )	3 Introduction to Big Data Analytics		Business Ethics	3	
Accounting ( I )	3 Introduction to Business Software	3					
12	9	6	6	0	4	1	
<b>Program Required (Total 27 Credits)</b>							
Introduction to Business	3 Marketing Management	3 Organization Behavior	3 Human Resource Management	3 Manufacturing Management	3 International Corporation Management	3	
		3 Financial Management( I )	3	3 Management Science	3 Strategic Management	3	
6		9			12		
<b>Elective Courses(Total 35 Credits) [26 Primary Credits Selected, 9 Credits Selected form Others]</b>							
<b>9 Credits Selected form Others</b>							
Business English ( I )	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
Business English Communication	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
Marketing Research	3 Strategy Marketing	3 Special topic in Human Resource Management	3 Project Management	3 Investment and Finacial Managemer	3 Applied Management Planning Tools	3 EU Business Management and Laws	3 Business Financial Planning and Valuation
Marketing Analysis and Decision-making	3 Green Marketing	3 Positive Psychology	3 Introduction of Database Managem	3 Financial Statements Analysis	3 Business Coordination and Communication	3 Special Topics ( II )	1 ★Business Project
Marketing Research Between Taiwan and Mainland	3 Advertising Creativity and Strategy	3 Leadship and Development	3 Supply Chain Managemen	3 Financial Risk Management	3 Business English Oral Training	3 ★Business Project In Theory	6 ★Sustainable Business
Service Marketing	3 Digital Marketing	3 Career Development	3 Electronic Commerce	3 Decision Support System	3 Business Reading Comprehension	2 ★Business Project Research Methods	6 ★Managing Organisational Change
Brand Management	3 Relationship Marketing	3 Problem Solving Techniques	3 Internet Marketing	3 Macroeconomics Analysis	3 Business Planning	3 ★Business Strategy	3 ★Integrated Business Management Simulation
Distribution and Retail Management	3 International Business Management	3 Enterprise Resource Planning	3 Special Topics on Digital	3 Manufacturing Management	3 Management Cases Analysis	3 ★Competing Through Quality	3 ★International Business in Emerging Markets
Consumer Behavior	3 New Media Management Practices	3 Excel BI Data Analysis	3 Designing App of Personal Media Management	3 Business Math	3	3 ★Academic & Professional Development	3
High Tech Marketing	3 Creative thinking and innovation	3 Database Management and Application	3 Quality Management	3 Business Data Analysis and Applica	3	3 ★Brand Management	3
International Marketing	3 English writing communication and practice	3 IELTS English Advanced Vocabulary and Grammar	3 Business Intelligence	3 Special topics in British Culture	3	1 ★Doing Business in Asia	1
Experiential Marketing	3 Advanced IELTS Listening and Reading Practice( I )	3 International Logistics	3 Creative Marketing			<b>Internships ( I )</b>	<b>9</b>
Service Management		3 Special topics in British Culture	3 Entrepreneurship and Innovation Management				
IELTS Basic Vocabulary and Reading	0	2 Business English and Introduction to British Culture	3 Multinational Organization and Business Management				
			3 Introduction to Global Brand Management				

**Total : 128**