

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

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 ) English ( I ) Military Training ( I ) Liberal Studies Liberal Studies	0 Physical Education ( II ) 2 English ( II ) 0 Military Training ( II ) 2 Liberal Studies 2 Liberal Studies	0 Physical Education 2 English ( III ) 0 Liberal Studies 2 Liberal Studies 2 Liberal Studies	0 Physical Education 1 English ( IV ) 2 Liberal Studies 2 Liberal Studies 2 Liberal Studies	0 Liberal Studies 1 Liberal Studies 2 2 2	2 Liberal Studies 2 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 Creative Thinking and Innovation Management Management Accounting ( I )	3 Smarter Commerce Practices 3 App Design and Application 3 Introduction to Business Software 3	3 Economics ( I ) 3 Statistics( I ) 3	3 Statistics(II) 3 Introduction to Big Data Analytics 3		1 Special Topics ( I ) 3 Business Ethics	1 Special Topics ( II ) 1	
12	9	6	6	0	4	1	
<b>Program Required (Total 27 Credits)</b>							
Introduction to Business	3 Marketing Management	3 Organization Behavior 3 Financial Management( I )	3 Human Resource Management	3 Manufacturing Management 3 Management Science	3 International Corporation Management 3 Strategic Management	3	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 ) Business English Communication Marketing Research Marketing Analysis and Decision-Making Marketing Research Between Taiwan and Service Marketing Brand Management Distribution and Retail Management Consumer Behavior High Tech Marketing International Marketing Experiential Marketing Service Management IELTS Basic Vocabulary and Reading	3 Business English ( II ) 3 New Product Development 3 Strategy Marketing 3 Green Marketing 3 Advertising Creativity and Strategy 3 Introduction to GA Traffic Analysis 3 Entrepreneurship and Innovation Managem 3 Integrated Marketing Communications 3 Relationship Marketing 3 International Business Management 3 New Media Management Practices 3 Creative Thinking and Innovation Managem 3 English Writing Communication and Practic	3 Business English ( III ) 3 Human Resource Development 3 Special topic in Human Resource Management 3 Positive Psychology 3 Leadship and Developmen 3 Career Development 3 Problem Solving Techniques 3 Enterprise Resource Planning 3 Data Mining and Commercial 3 Excel BI Data Analysis 3 IELTS English Advanced Vocabulary and Grammar	3 Business English ( IV ) 3 Supply Chain Managemen 3 Project Management 3 Introduction of Database Management 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital Management 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 Finacing Analysis 3 Financial Markets and Institutions 3 Financial Statements Analysis 3 Financial Risk Management 3 Microeconomics Analysis 3 International Logistics 3	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 Intercultural Management	3 International Business Development Strategy 3 Business Management and Economic Analysis 3 EU Business Management and Laws 3	3 Business Events Management 3 International Business Risk Management 3 Business Financial Planning and Valuation

© 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 prtitition level or above)

**Total : 128**