

Undergraduate division curricular planning
Department of Business Administration, Chaoyang University of Technology
(applicable to day division students enrolled in 2022)

Academic Year	First Year						Second Year						Third Year						Fourth Year						
Semester	First Semester			Second Semester			First Semester			Second Semester			First Semester			Second Semester			First Semester			Second Semester			
	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit		Hours			Hours			Hours			Hours		
University Requirements	體育(體適能) Topics in Physical Education (Fitness)	2	2	生活英文 Everyday English	2	2	職場英文 Workplace English	2	2	職場英文 Workplace English	2	2													
	生活英文 Everyday English	2	2	體育(體適能) Topics in Physical Education (Fitness)	2	2	自然科學領域 Natural Sciences	2	2	人文領域 Humanities	2	2													
	勞作教育 Labor Service Education	3	1	資通訊與AI應用 Information and communication and AI application	2	2	綜合領域 Miscellaneous	2	2																
	中文鑑賞與應用 Appreciation and Application of Chinese	2	2	勞作教育 Labor Service Education	3	1																			
Subtotal		9	7		9	7		6	6		4	4		0	0		0	0		0	0		0	0	
Required Courses	經濟學 Economics	3	3	經濟學 Economics	3	3	基礎統計學 Basic Statistics	3	3	應用統計學 Applied Statistics	3	3	管理資訊系統 Management Information Systems	3	3	管理會計 Management accounting	3	3							
	企業概論 Introduction to Business	3	3	管理學 Management	3	3	行銷管理 Marketing Management	3	3	財務管理 Financial Management	3	3				策略管理 Strategic Management	3	3							
	商用微積分 Business Calculus	3	3	作業研究 Operations Research	3	3	作業管理 Operations Management	3	3																
	邏輯思考與運算 Programming logics and computation	3	3				人力資源管理 Human Resource Management	3	3																
	企業社會責任與服務學習 Enterprise Social Responsibility and Service Learning	2	2																						
Subtotal		14	14		9	9		12	12		6	6		3	3		6	6		0	0		0	0	
	初級會計學 Accounting Principles	3	3	商事法 Business Law	3	3	組織行為與數位轉型 Organizational Behavior & Digital Transformation	3	3	服務業管理 Service Industry Management	3	3	菁英商務英語 Elite Business English	3	3	進階菁英商務英語 Advanced Elite Business English	3	3	商務英文溝通 Business English Communication	3	3	金融科技財富管理 Fintech Wealth Management	3	3	
	溝通理論與實務 Communication Theory and Practice	3	3	財務會計 Financial Accounting	3	3	貨幣銀行學 Money & Banking	3	3	金融機構管理 Banking Institute Management	3	3	產業競爭分析 Enterprise Competition Analysis	3	3	智慧財產權法 Intelligence Property Law	3	3	金融風險管理 Financial Risk Management	3	3	顧客關係管理 Customer Relationship Management	3	3	

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	數位影像處理 Digital Image Processing	3	3	資訊資源管理應用 Information Resources Management	3	3	國貿實務與跨境電商 International trade practice and cross-border e-commerce	3	3	勞資協商與實務管理 Collective Bargaining and Labor Standards Act Practical	3	3	行銷資料科學 Science for Marketing Data	3	3	財務報表分析 Financial Statement Analysis	3	3	企業倫理 Business Ethics	3	3	校外實習 Internship	9	9
				管理心理學 Management Psychology	3	3				消費者行為 Consumer Behavior	3	3	金融市場 Financial Markets	3	3	國際財務管理 Multinational Financial Management	3	3	企業永續管理 Corporate Sustainability Management	3	3			
													稅務規劃 Tax Planning	3	3	國際企業管理 International Business Management	3	3	財務策略與會計個案 Financial Strategy and Accounting Cases	2	2			
													員工諮商與輔導 Employment Counseling and Guidance	3	3	國際行銷管理 International Marketing Management	3	3	財務策略與會計個案演練 Financial Strategy and Accounting Case Exercise	1	1			
													人工智慧與投資 Artificial Intelligence and Investment	3	3	企業公關與社群行銷 Corporate PR and Social Media Marketing	3	3						
													數據分析與管理應用 Data Analysis and Management Application	3	3	企業商務談判 Business Negotiation	3	3						
													企業管理專題(一) Graduation Monograph for Business Management (I)	3	3	企業管理專題(二) Graduation Monograph for Business Management (II)	3	3						
Innovative business model elective																								
							創意思考 Creative Thinking	3	3	創新產品開發與管理 Management of Innovative Product Development	3	3	服務創意設計與行銷 Creative Service Design and Marketing	3	3	創新事業規劃 New Venture Planning	3	3						
													創新經營模式之構思與開發 Innovative Business Model Generating	3	3	商業智慧 Business Intelligence	2	2						
																商業智慧演練 Business Intelligence Practice	1	1						

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Elective Courses																	電子商務與網路行銷 E-commerce and Internet marketing	3	3										
	Enterprise process planning elective																												
										供應鏈管理 Supply Chain Management	3	3					企業資源規劃-生管模組 Enterprise Resource Planning-Manufacturing Module	3	3	物流管理 Logistics Management	3	3	企業經營診斷 Business Operations Diagnosis	3	3				
										企業資源規劃-配銷模組 Enterprise Resource Planning-Sales and Distribution Module	3	3					全面品質管理 Total Quality Management	3	3										
	Marketing business planning elective																												
										零售業行銷 Retailing Marketing	3	3					數位時代個人銷售管理 Digital Personal Selling and Salesforce	3	3	數位內容行銷與廣告管理 Digital Content Marketing and Advertising Management	3	3			行銷企劃實務 Practice of Marketing Planning	3	3		
										數位趨勢與策略行銷 Digital Trends and Strategic Marketing	3	3					數位時代個人銷售管理演練 Digital Personal Selling Practices	1	1	行銷通路管理 Marketing Channel Management	3	3							
																	整合行銷傳播 Integrated Marketing Communication	3	3										
	Elective and allowed by the college																												
				實用邏輯 Practical Logic	2	2				實用大數據 Practical Big Data Analytics	2	2			銀髮樂活管理 Senior LOHAS Management	2	2	數位管理 Digital Management	2	2	體驗式行銷 Experiential Marketing	2	2	企業講座 Lecture in Business	1	1	生涯發展與自我行銷 Career development and self-marketing	3	3
										AI商學應用 Artificial Intelligence for Business Applications	2	2					金融科技講座 Financial Technology Lectures	3	3	金融科技實務專題 Financial Technology Practice Topic	4	4	社會創新與社會企業 Social Innovation and Social Entrepreneurship	2	2	企業實務講座 Lecture of Business Practice	1	1	
																				微電影企劃與製作 Writing for TV Program and Film Proposal	3	3							

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1. Regulations regarding course plan:

- (1) Students who pass 'Elite English' offered by the Language Center are only eligible to waive credits for the required English courses offered by the General Education Center. For details, please visit the Language Center website.
- (2) For four-year day division students, General Education Center offers Innovation courses which can be certified as 'professional elective credits'.
- (3) The requirement of General Education consists of Basic General Education (18 Credits required) and Core General Education (at least 6 Credits selected from the fields of Humanities, Society, Nature and Miscellaneous interest). Extra credits taken from the General Education Center can be certified as 'General Education free selective credits'.
- (4) Four credits are required as the General Education free elective credits. These credits can be taken from College General Education courses, interdisciplinary study programs, miniature study programs, miniature courses or university-approved elective courses. The credits granted as free elective credits can not be used to fulfill other requirements. Extra credits taken from Core General Education courses mentioned in (3) can also be granted as the G.E. free elective credits.
- (5) Foreign students who pass Chinese courses offered by Chinese Learning Center are eligible for credit waiving in required Chinese courses for native students (except Malaysian Chinese whose native language is Chinese). For details, please visit the website of Chinese Learning Center.

2. College-level regulations: Required elective for special achievement-based-admission students of the Information & Electronic Engineering Program or Commercial Multimedia Program. Students can transfer credits to the professional required or elective courses of their department.

3. Departmental Regulations:

(1) Daytime program students in the four-year track, excluding international students and students with disabilities, must obtain a total of 70 certification points as required by the department during their studies at Chaoyang, including 30 points specifically for IT-related certifications as specified by the department. All supporting documents must be submitted in the student information system under the graduation certification requirement. Graduation eligibility is granted only after verification. For more details, please refer to the department's certification list.

(2) "Business Management Project (I)" and "Business Management Project (II)" are required courses in this department, and students must enroll in them independently.

Note: The maximum number of credits from outside the department includes credits from other departments, courses not listed in the department's curriculum, excess elective credits within the department, or university-required mandatory and elective credits.