中華大學與英國西英格蘭大學企業管理雙學士學位學程 113學年度四年課程規劃一覽表 113.03.11 112學年度第2學期英國西英格蘭大學企業管理雙學士學位學程第1次課程規劃 113.04.01 112學年度第2學期管理學院第1次課程規劃委員會議通過 113.04.10 112學年度第2次課程規劃委員會議通過 校共同必修科目(28學分) 體育(一) 0 體育(二) 0 英文(三) 1 英文(四) 1 通識 2 通識 2 2 通識 英文(一) 2 英文(二) 2 通識 2 通識 2 通識 通識 通識 2 通識 通識 通識 6 6 5 5 4 2 校核心必選科目(0學分) 院特色核心必修科目(27學分) 一年級 二年級 三年級 四年級 上學期 下學期 上學期 下學期 上學期 下學期 上學期 下學期 商管軟體應用 創意思考與創新管理 企業資源規劃系統與實務 3 Pvthon程式設計 大數據分析與商業智慧(PBI/VBA) 3 經濟學(一) 會計學(一) 統計學(一) 管理學 9 3 3 6 0 院特色核心必選科目(3學分) 職涯規劃 3 0 0 系專業必修科目(28學分) 組織行為 行銷管理 經濟學(二) 統計學(二) 3 國際企業管理 企業倫理 3 策略管理 財務管理(一) 人力資源管理 畢業專題(一) 3 系選修科目(42學分)【系選修33學分,外系選修至少9學分 ※外系課程須修習9學分。 企業概論 3 商業英文(二) 3 商業英文(三) 3 商業英文(四) 3 英文寫作與溝通(一) 3 英文寫作與溝通(二) 3 跨國企業發展策略專題 3 企業會展管理 商業英文(一) 3 新產品開發 3 供應鏈管理 3 管理學專題 3 人力資源發展 3 財務管理(二) 3 企業管理與經濟分析 3 跨國企業風險管理 商業英文溝通 3 策略行銷 3 人力資源管理個案研究 3 專案管理 3 投資與理財 3 管理企劃工具應用 3 歐盟企業管理與法律專題 3 企業財務規劃與評估 行銷研究 3 綠色行銷 3 正向心理學 3 資料庫管理 3 財務報表分析 3 企業協調溝通 3 畢業專題(二) 1 ★企業專題 行銷分析與決策 3 廣告創意與策略 3 領導與發展 3 電子商務 3 金融風險管理 3 商用英文口語訓練 3 ★企業專案理論 3 ★永續企業 兩岸經貿市場研究 3 數位行銷 3 職涯發展 3 網路行銷 3 決策支援系統 3 商用英文閱讀 3 ★企業專題研究方法 3 ★組織變革管理 服務行銷 3 關係行銷 3 問題分析與解決 3 數位專題 3 社群網路分析 3 商務企劃 3 ★企業策略 3 ★企業管理模擬整合 品牌管理 3 國際經營管理 3 生產與作業管理 3 管理個案分析 3 企業資源規劃 3 多媒體APP設計 3 ★品質運算 3 ★國際企業新興市場 流通與零售管理 3 新媒體經營實務 3 資料探勘與商業應用 3 品質管理 3 商用數學 3 管理科學 3 ★學術和專業發展 3 ★節慶活動管理 消費者行為 3 創意思考與創新管理 3 商業智慧 3 商用數據分析與應用 ★品牌管理 3 ★國際財務管理 3 資料庫管理與運用 高科技行銷 3 英文寫作與溝通實務 3 雅思英語進階字彙與文法 0 創意行銷 ★亞洲經商 1 ★國際行銷傳播

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3 創新創業管理

跨文化管理

3 跨國組織與企業經營

2 全球品牌管理導論

附註:

國際行銷

體驗行銷

服務業管理

雅思基礎字彙與閱讀 0

- (一)★符號為四年級英國境外修習認列課程。
- (二)有關「非學分相關畢業必要條件」,依校內規定辦理。
- (三)依本校108學年度第2次課規會議決議:自109學年度起,「全民國防教育軍事訓練」 改為校共同選修科目 。

3 國際物流

英國文化專題

商業英文與英國文化概述

(四)以上課程資料,以當學期開課為準;選修課程依實際開課調整。

3 准階雅思聽力與閱讀練習(一)

(五)凡於西英修習課程,皆列為本學程之選修課程。

畢業總學分:128學分

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企業實習(一)

★虚擬商務

★國際人力資源管理

★發展國家經濟學

Chung Hua University and University of the West of England Undergraduate Dual Degree Program in Business Administration 113 Four-year Program in Curriculum

Approved at the 2nd Meeting of Committee of academic year 112 2nd, on March 11, 2024 Approved at the 1nd College Curriculum Meeting of academic year 112 1st semester, on April 01, 2024

		1		T		Approved by the 2th University Cu	
Freshman		Sophomore		Junior		Senior	
Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester	Fall Semester	Spring Semester
Compulsory Subject (Total 28 C	Credits)						
Physical Education (I)	0 Physical Education (II)		English (IV)		2 Liberal Studies	2	
English (I)	2 English (II)		Liberal Studies 2 Liberal Studies 2	Liberal Studies	2		
Liberal Studies [International vision and explore] Liberal Studies	2 Liberal Studies 2 Liberal Studies	2 Liberal Studies 2	Liberal Studies 2	· [
6	6	5	5	4	2		
School Required (Total 0 Credi	ts)						
1							
College Required (Total 27 Cre	214-5						
Conege Required (Total 27 Cre	uits)	In: D. A. L.: ID.:					
Introduction to Business Software	3 Python Programming	Big Data Analytics and Business Intelligence (PBI/VBA) 3	Creative Thinking and Innovation Management 3		Enterprise Resource Planning Systems and Practice	3	
introduction to Dusiness Software	5 1 yolon 1 rogramming	intengence (FDI/VDA)	Thinking and minovation istanagement	´ 	Emergine resource i mining systems and Fractice	[
Accounting (I)	3 Economics (I)	3 Statistics(I)					
6	Management	3					
,	,	6	3	0	3		
College Required Elective (Total	al 3 Credits)					1	
Career Planning 3	0	0	0	0	0	+	
Program Required (Total 28 C		Ü	Ū	U	U		
Organization Behavior	3 Marketing Management	3 Economics (II) 3	Statistics(II) 3	International Business Management	3 Business Ethics	2	
Organization Behavior	5 Marketing Management		Human Resource Management 3		3 Special Topics (1)	1	
	6		12		10		·
Elective Courses(Total 48 Credi	ts) [39 Primary Credits Selected	ed, 9 Credits Selected form C	Others]				
9 Credits Selected form Others							
9 Credits Selected form Others	2 Project Fallsh (II)	Parism Parist (III)	Purious Facility (IV)	English Writing and	2 Fullish William I Commission (II)	International Business Development	2 D
9 Credits Selected form Others Introduction to Business	3 Business English (II)	Business English (III) 3	Business English (IV) 3	English Writing and Communication(I)	Benglish Writing and Communication (II)	Strategy	· ·
Introduction to Business			_	Communication(I)		Strategy Business Management and	3 Business Events Management International Business Risk
Introduction to Business Business English(I)	3 New Product Development 3	Human Resource Development 3	Supply Chain Management 3	Communication(I) Financial Management (II)	3 Special Topics on Management	Strategy Business Management and Economic Analysis	3 International Business Risk Management
Introduction to Business Business English(I)		Human Resource Development 3	Supply Chain Management 3	Communication(I)	3 Special Topics on Management	Strategy Business Management and	3 International Business Risk Management
ntroduction to Business Business English(I) Business English Communication	New Product Development Strategy Marketing Green Marketing	Human Resource Development 3 Special topic in Human Resource 3 Management 3	Supply Chain Management 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis	Special Topics on Management Applied Management Planning Tools Business Coordination and Communication	Strategy Business Management and Economic Analysis	3 International Business Risk Management Business Financial Planning
ntroduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy	Human Resource Development 3 Special topic in Human Resource Management 3 Positive Psychology 3 Leadship and Development 3	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management	Special Topics on Management Applied Management Planning Tools Business Coordination and Communication Business English Oral Training	Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) Business Project In Theory	3 International Business Risk Management 3 Business Financial Planning Valuation 1 ★Business Project 3 ★Sustainable Business
Introduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy	Human Resource Development 3 Special topic in Human Resource Management 3 Positive Psychology 3 Leadship and Development 3	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management	Special Topics on Management Applied Management Planning Tools Business Coordination and Communication	Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) Business Project In Theory	3 International Business Risk Management 3 Valuation ★Business Project 3 ★Sustainable Business 3 ★Managing Organisational
Introduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainlans	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy Digital Marketing	Human Resource Development 3 Special topic in Human Resource Management 3 Positive Psychology 3 Leadship and Development 3 Career Development 3	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System	Special Topics on Management Applied Management Planning Tools Business Coordination and Communication Business English Oral Training	Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) **ABusiness Project In Theory** **Business Project Research** **Business Strategy**	3 International Business Risk Management Business Financial Planning: Valuation ★ Business Project ★ Sustainable Business ★ Amaging Organisational ★ Integrated Business Manager Simulation
Introduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainland Service Marketing	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy Digital Marketing Relationship Marketing	Human Resource Development 3 Special topic in Human Resource Management Positive Psychology 3 Leadship and Development 3 Career Development 3 Problem Solving Techniques 3	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis	Special Topics on Management Applied Management Planning Tools Business Coordination and Communication Business English Oral Training Business Reading Comprehension Business Planning	Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) **ABusiness Project In Theory** **Business Project Research** **Business Strategy**	International Business Risk Management Business Financial Planning Valuation ★Business Project ★Sustainable Business ★Managing Organisational ★Integrated Business Manager Simulation ★Integrated Business in
Introduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainland Service Marketing Brand Management	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	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	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Designing Apple Pagengal Media	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management	3 Special Topics on Management 3 Applied Management Planning Tools 3 Business Coordination and Communication 3 Business English Oral Training 5 Business Reading Comprehension 5 Business Planning 6 Management Cases Analysis	Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) **Business Project In Theory **Business Project Research **Business Strategy	3 International Business Risk Management Business Financial Planning: Valuation ★ Business Project ★ Sustainable Business ★ Amaging Organisational ★ Integrated Business Manager Simulation
Introduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainland Service Marketing	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	Human Resource Development 3 Special topic in Human Resource Management Positive Psychology 3 Leadship and Development 3 Career Development 3 Problem Solving Techniques 3	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Designing Apple Pagengal Media	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management	Special Topics on Management Applied Management Planning Tools Business Coordination and Communication Business English Oral Training Business Reading Comprehension Business Planning	Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) **Business Project In Theory **Business Project Research **Business Strategy **Competing Through Quality	a International Business Risk Management Business Financial Planning: Valuation ↑ ★Business Project ★Sustainable Business ★Managing Organisational ★Integrated Business Managen Simulation ★International Business in Emersine Markets ★Events and Festivals Management
Introduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainlans Service Marketing Brand Management	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	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	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Designing App of Personal Media Management 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management	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	Strategy Business Management and Economic Analysis 3 EU Business Management and Laws 3 Special Topics (II) 3 ★Business Project In Theory 5 ★Business Project Research 5 ★Business Strategy 5 ★Competing Through Quality 5 ★Academic & Professional	3 International Business Risk Management Business Rinancial Planning a Valuation ★Business Project ★Sustainable Business ★Managing Organisational ★Integrated Business Managen Simulation ★International Business in Emersine Markets ★Events and Festivals
Introduction to Business Business English (I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainlant Service Marketing Brand Management Distribution and Retail Management Consumer Behavior	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy Digital Marketing Relationship Marketing International Business Management New Media Management Practices English writing communication and practice Advanced IELTS Listening and Reading	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 3	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Designing App of Personal Media Management Quality Management 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management Business Math	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	Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) Business Project In Theory Business Project Research Business Strategy Competing Through Quality Academic & Professional Development Brand Management	a International Business Risk Management Business Financial Planning: Valuation ↑ ★Business Project ★Sustainable Business ★Managing Organisational ★Integrated Business Managen ★International Business in Emersine Markets ★Events and Festivals Management ★International Financial Management ★International Marketing
Introduction to Business Business English (I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainland Service Marketing Brand Management Distribution and Retail Management Consumer Behavior High Tech Marketing	3 New Product Development 3 3 Strategy Marketing 3 3 Green Marketing 3 3 Advertising Creativity and Strategy 3 3 Digital Marketing 3 3 Relationship Marketing 3 3 International Business Management 3 3 New Media Management Practices 3 4 English writing communication and practice 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 Excel BI Data Analysis 3 Database Management and Application 3 IELTS English Advanced Vocabulary 3 and Grammar	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Designing App of Personal Media Management Quality Management 3 Business Intelligence 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management Business Math	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	Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) **Business Project In Theory **Business Project Research **Business Strategy **Competing Through Quality **Academic & Professional Development **Brand Management **Doing Business in Asia	International Business Risk Management Business Financial Planning Valuation ★ Business Project ★ Business Project ★ Business Project ★ Integrated Business ★ Managing Organisational ★ International Business in Emerging Markets ★ Events and Festivals Management ★ International Financial Management
Introduction to Business Business English (I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainlank Service Marketing Brand Management Distribution and Retail Management	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy Digital Marketing Relationship Marketing International Business Management New Media Management Practices English writing communication and practice Advanced IELTS Listening and Reading	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 Excel BI Data Analysis 3 Database Management and Application 3 IELTS English Advanced Vocabulary 3 and Grammar	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Designing App of Personal Media Management Quality Management 3 Business Intelligence 3 Creative Marketing 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management Business Math	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	Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) ★Business Project In Theory ★Business Project Research ★Business Strategy ★Competing Through Quality ★Academic & Professional Development ★Brand Management ★Doing Business in Asia Internships (I)	a International Business Risk Management Business Financial Planning Valuation ↑ ★Business Froject ★Sustainable Business ★Managing Organisational ★Integrated Business Manager ★International Business in Emersine Markets ★Events and Festivals Management ★International Financial Management ★International Marketing
Introduction to Business Business English (I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainland Service Marketing Brand Management Distribution and Retail Management Consumer Behavior High Tech Marketing	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy Digital Marketing Relationship Marketing International Business Management New Media Management Practices English writing communication and practice Advanced IELTS Listening and Reading	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 Excel BI Data Analysis 3 Database Management and Application 3 IELTS English Advanced Vocabulary 3 and Grammar	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Special Topics on Digital 4 Designing App of Personal Media 4 Management 4 Quality Management 3 Business Intelligence 3 Creative Marketing 3 Entrepreneurship and Innovation 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management Business Math	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 Strategy 3 Business Management and Economic Analysis 4 EU Business Management and Laws 5 Special Topics (II) 5 ★ Business Project In Theory 5 ★ Business Project Research 5 ★ Business Strategy 5 ★ Competing Through Quality 5 ★ Academic & Professional Development 6 ★ Brand Management 7 ★ Doing Business in Asia 6 Internships (I) 7 ★ International Human Resource	a International Business Risk Management Business Financial Planning Valuation ↑ ★Business Froject ★Sustainable Business ★Managing Organisational ★Integrated Business Manager ★International Business in Emersine Markets ★Events and Festivals Management ★International Financial Management ★International Marketing
ntroduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainlans Fervice Marketing Brand Management Distribution and Retail Management Consumer Behavior High Tech Marketing International Marketing Experiential Marketing	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy Digital Marketing Relationship Marketing International Business Management New Media Management Practices English writing communication and practice Advanced IELTS Listening and Reading	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 Excel BI Data Analysis 3 Database Management and Application 3 IELT'S English Advanced Vocabulary and Grammar International Logistics 3	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Designing App of Personal Media Management Quality Management 3 Business Intelligence 3 Creative Marketing 3	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management Business Math	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	Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) ★Business Project In Theory ★Business Project Research ★Business Strategy ★Competing Through Quality ★Academic & Professional Development ★Brand Management ★Doing Business in Asia Internships (I)	a International Business Risk Management Business Financial Planning Valuation ↑ ★Business Froject ★Sustainable Business ★Managing Organisational ★Integrated Business Manager ★International Business in Emersine Markets ★Events and Festivals Management ★International Financial Management ★International Marketing
ntroduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainlans Brand Management Distribution and Retail Management Consumer Behavior High Tech Marketing International Marketing Experiential Marketing Service Management	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy Digital Marketing Relationship Marketing International Business Management New Media Management Practices English writing communication and practice Advanced IELTS Listening and Reading	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 Excel BI Data Analysis 3 Database Management and Application 3 IELTS English Advanced Vocabulary and Grammar International Logistics 3 Special topics in British Culture 3	Supply Chain Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen 3 Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital 3 Designing App of Personal Media Management Quality Management 3 Business Intelligence 3 Creative Marketing 3 Entrepreneurship and Innovation Management 3 Supply Chain Manageme	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management Business Math	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 Strategy 3 Business Management and Economic Analysis 4 EU Business Management and Laws 5 Special Topics (II) 5 ★ Business Project In Theory 5 ★ Business Project Research 5 ★ Business Strategy 5 ★ Competing Through Quality 7 ★ Academic & Professional Development 7 ★ Brand Management 7 ★ Doing Business in Asia 8 Internships (I) 9 ★ International Human Resource 9 Management 1 ★ The Economics of Developing 1 Countries	a International Business Risk Management Business Financial Planning Valuation ↑ ★Business Project ★Sustainable Business ★Managing Organisational ★Integrated Business Manager Simulation ★International Business in Emersine Markets ★Events and Festivals Management ★International Financial Management ★International Marketing
ntroduction to Business Business English(I) Business English Communication Marketing Research Marketing Analysis and Decision-making Marketing Research Between Taiwan and Mainlans Brand Management Distribution and Retail Management Consumer Behavior High Tech Marketing International Marketing Experiential Marketing	New Product Development Strategy Marketing Green Marketing Advertising Creativity and Strategy Digital Marketing Relationship Marketing International Business Management New Media Management Practices English writing communication and practice Advanced IELTS Listening and Reading	Human Resource Development Special topic in Human Resource Management Positive Psychology Leadship and Development Career Development Enterprise Resource Planning Excel BI Data Analysis Database Management and Application EILTS English Advanced Vocabulary and Grammar International Logistics Special topics in British Culture Business English and Introduction to	Supply Chain Management Project Management 3 Project Management 3 Introduction of Database Management 3 Supply Chain Managemen Electronic Commerce 3 Internet Marketing 3 Special Topics on Digital Designing App of Personal Media Management Quality Management 3 Business Intelligence Creative Marketing 3 Creative Marketing 3 Entrepreneurship and Innovation Management Multinational Organization and	Communication(I) Financial Management (II) Investment and Finacial Management Financial Statements Analysis Financial Risk Management Decision Support System Macroeconomics Analysis Manufacturing Management Business Math	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	Strategy Business Management and Economic Analysis EU Business Management and Laws Special Topics (II) ★Business Project In Theory ★Business Project Research ★Business Strategy ★Competing Through Quality ★Academic & Professional Development ★Brand Management ★Doing Business in Asia Internships (I) ★International Human Resource Management ★The Economics of Developing	a International Business Risk Management Business Financial Planning: Valuation ↑ ★Business Project ★Sustainable Business ★Managing Organisational ★Integrated Business Managen ★International Business in Emersine Markets ★Events and Festivals Management ★International Financial Management ★International Marketing