

I-SHOU UNIVERSITY

Department of Business Administration

4-Year Curriculum for Students Admitted in Academic Year 2020

* Credits required for graduation from the Department: 128, including:

1. GE core courses: required, 16 credits
2. GE liberal arts education: elective, 10 credits
3. Service and Knowledge for Practice: required, 2 credits. Service Education: required, 0 credits
4. Physical Education: required, 0 credits
5. College-required courses: 24 credits (including 1 college-level cornerstone courses)
6. Department-required courses: 31 credits, including academic + practical courses: 30 credits, academic courses: credits, practical courses: credits, and capstone courses: 1 credits
7. Departmental electives: 27 credits
 - a. Academic courses: 15 credits; taking 15 credits out of 63 credits
 - b. Practical courses: 15 credits; taking 15 credits out of 24 credits; at least 3 credits from off-campus internship
8. Other electives: 18 credits

Notes:

1. Students are required to meet the requirements set by the Department for “English Proficiency,” “Information Competency,” and “Professional Certification,” in addition to earning the required number of credits to be eligible for graduation.
2. Before graduation, students are required to take at least one required cornerstone course offered by another college. The credits earned from such courses may be recognized as part of the credits under the category of Liberal Arts Education, but only a maximum of four credits will be recognized accordingly. (For more details about required cornerstone course offered by different colleges, please refer to the announcement on the website of the Curriculum Section.)

Freshman Year (2020)

Sophomore Year (2021)

Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark
General Education	A93A17	Service Education (I)	0		Required	
	A93A18	Service Education (II)		0	Required	
	A93A24	Digital English communication I	1		Required	Core
	A93A25	Digital English communication II		1	Required	Core
	A93A28	Unraveling the Mystery of Health			Required	Core
	A93A20	Programming			Required	Core
	A93A21	Civic Literacy in the Era of Globalization		2	Required	Core
College-required Courses						
Department-required Courses	A21313	Financial Management	3		Required	Common
	A21212	Marketing Management	3		Required	Common
	A21218	Organizational Behavior			Required	Common
req uire d	A82116	Big Data and Programming		2	Required	

	A82110	Economy (I)	3		Required	
	A82105	Accounting (I)				
	A82113	Statistics (I)				
	A82111	Economy (II)				
	A82106	Accounting (II)				
	A82203	Statistics (II)	3		Required	
	A82E01	Management		4	Required	
Department- required Courses	A21158	Introduction to Business	2			Common
	A21159	Practice of introduction	1			Common
Departmental Electives	A21243	Business and Law	3		Elective	AcademicC
	A21348	Business Application Software	3		Elective	
	A21884	Managerial Mathematics	3		Elective	
	A21160	Business Intelligence	3		Elective	
Total Required Credits for this Academic Year			35			

	A21269	Consumer behavior and practice		3	Required	Common
	A21316	Human Resource Management		3	Required	Common
	A21319	Operations Management		3	Required	Common
Departmental Electives	A21238	Green Marketing	3		Elective	AcademicA
	A21250	Organizational Marketing	3		Elective	AcademicA
	A21261	Creativity thinking and Management	3		Elective	PracticalA
	A21476	Cross-Cultural Management	3		Elective	AcademicB
	A21237	Business Communication	3		Elective	PracticalB
	A21257	Interpersonal and Job-oriented Skills	3		Elective	PracticalB
	A21518	Electronic Commerce	3		Elective	AcademicC
	A21480	Decision Judgment and Analysis	3		Elective	AcademicC
	A21290	Crisis Management	3		Elective	
	A21354	Quality Management	3		Elective	
	A21336	Investment Management	3		Elective	
	A21265	Career planning and development	3		Elective	
Total Required Credits for this Academic Year			26			

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Junior Year (2022)

Senior Year (2023)

	Junior Year (2022)							Senior Year (2023)					
	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark		Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark
Department- required Courses	A21311	Commercial law	3		Required	Common	Department- required Courses	A93A14	Service and Knowledge for Practice	2		Required	
	A21490	Business Ethic		3	Required	Common		A21892	Seminar in Learning Planning	1		Required	Capstone
	A21414	Strategy Management		3	Required	Common		A21422	English Proficiency	0		Required	
Departmental Electives	A21372	Marketing Channel Management	3		Elective	AcademicA	Departmental Electives	A21427	Strategic Brand Management	3		Elective	AcademicA
	A21452	Marketing for Nonprofit Organization	3		Elective	AcademicA		A21437	Leadership	3		Elective	AcademicB
	A21335	International Marketing Management	3		Elective	AcademicA		A21447	International Human Resource Management	3		Elective	AcademicB
	A21324	Creativity Advertising	3		Elective	PracticalA		A21492	Recruiting and Selection	3		Elective	AcademicB
	A21325	Practice and Analyze of Market Research	3		Elective	PracticalA		A21439	Business Analysis and Diagnosis	3		Elective	AcademicC
	A21420	Product Design and Development	3		Elective	PracticalA		A21440	International Business Management	3		Elective	AcademicC
	A21331	Managerial Psychology	3		Elective	AcademicB		A21487	Management of Technology	3		Elective	AcademicC
	A21389	Employee training and development	3		Elective	AcademicB		A21491	Entrepreneurial Management	3		Elective	PracticalC
	A21815	Organizational Theory and Management	3		Elective	AcademicB		A21442	Service Marketing	3		Elective	
	A21340	Financial Market	3		Elective	AcademicC		A21038	Management of Intellectual Property Rights	3		Elective	
	A21357	Project Management	3		Elective	PracticalC		A21360	Learning From Failure	3		Elective	
	A21383	International Financial Management	3		Elective	AcademicC		A21381	Labor Relations Management	3		Elective	
	A21353	Futures and Options	3		Elective			A21382	Global Logistics Management	3		Elective	
	A21814	Knowledge Management	3		Elective			A21423	Strategic Human Resource Management	3		Elective	
								A21457	Corporate Finance Management	3		Elective	
								A21477	Personal Finance Management	3		Elective	

A21377	Research in Business Project	3		Elective	
A21406	Practical Projects	2		Elective	
A21392	Information Management	3		Elective	
Total Required Credits for this Academic Year		9			

A21479	Business Case Study	3		Elective	
A21493	The Arts of Sun-Tzu and Its Application	3		Elective	
A21790	Performance Appraisal and Compensation Management	3		Elective	
A21496	Application of Game Theory	3		Elective	
A21425	Working capability and occupational ethics	3		Elective	
A21885	Business English Conversation	3		Elective	
A21885	Business English	2		Elective	
A21260	Business Practice	3		Elective	Intern
A21407	Workplace intern		3	Elective	Intern
Total Required Credits for this Academic Year		3			

(Official Seal of the Department)