

I-SHOU UNIVERSITY Department of Business Administration 4-Year Curriculum for Students Admitted in Academic Year 2026

Category	Freshman Year		Sophomore Year	
GE core courses: required (16 credits)	A93A34 Academic English [2]1st A93A35 Professional English [2] 2nd A93A36 Chinese Literature - Speculative and Expression [2] 2nd		A93A21 Chinese Literature - Speculative and Expression [2] 1st A93A15 Physical Education (I) [1]1st A93A16 Physical Education (II) [1]2nd	
College-required courses (9 credits)	A82104 Net Zero Sustainable Management [3] 1st A82158 Generative AI Applications [2] 1st A82E01 Management [4]2nd A82F01 Management Practice [0]2nd			
Category	Freshman Year(2026)	Sophomore Year(2027)	Junior Year(2028)	Senior Year(2029)
Department-required courses (38credits)	A21176 Economy (I) [3] 1st A21178 Accounting (I) [3] 1st A21180 Statistics (I) [3] 1st A21499 Introduction to Business and AI [3] 1st	A21527 AI-Driven Financial Management [3] 1st A21528 AI-Driven Marketing Management [3] 1st A21218 Organizational Behavior [3] 1st A21269 Consumer behavior and practice [3]2nd A21531 Human Resource Management and AI Applications [3]2nd A21532 Smart Production and Operations Management [3]2nd	A21197 Business Ethic [3]2nd A21529 AI-Driven Strategic Management [3]2nd A21391 Seminar in Learning Planning (I) [1]2nd A21523 Enterprise Intelligent Learning Project (I) [1] 2nd	A21524 Enterprise Intelligent Learning Project(II)[1] 1st A21422 English Proficiency[0] 1st A21B98 Interdisciplinary Competencies[0] 1st
Departmental electives (≥33credits)	A21177 Economy (II) [3]2nd A21179 Accounting (II) [3]2nd A21181 Statistics (II) [3]2nd A21243 Business and Law [3] A21348 Business Application Software [3] A21884 Managerial Mathematics [3] A21160 Business Intelligence [3] A21497 Business English	A21238 Green Marketing [3] A21252 Organizational Marketing [3] A21261 Creativity thinking and Management[3] A21476 Cross-Cultural Management [3] A21237 Business Communication [3] A21480 Decision Judgment and Analysis [3] A21290 Crisis Management [3] A21182 Generative AI Applications [3] A21498 AI-Driven Wealth Management [3]	A21409 Intelligent Channel Management [3] A21394 Marketing for Nonprofit Organization [3] A21335 International Marketing Management [3] A21500 AI-Driven Creative Advertising [3] A21325 Practice and Analyze of Market Research [3] A21184 Product Design and Development [3] A21331 Managerial Psychology [3] A21389 Employee training and development [3] A21815 Organizational Theory and Management [3] A21340 Financial Market [3] A21357 Project Management [3] A21383 International Financial Management [3] A21440 International Business Management [3] A21518 Electronic Commerce [3] A21392 Information Management [3] A21353 Futures and Options[3] A21189 Business Practical [3] A21530 Smart Carbon Reduction through Natural Capital [3] A21410 AI and Carbon Management Practices [3] A21191 Commercial law [3] A21425 Working Capability and Occupational Ethics [2] A21522 Green Intelligent Enterprise [3]	A21427 Strategic Brand Management [3] A21437 Leadership [3] A21447 International Human Resource Management [3] A21492 Recruiting and Selection [3] A21439 Business Analysis and Diagnosis [3] A21526 Management of Emerging Technologies [3] A21521 Intelligent Business Model Innovation and Entrepreneurship Management [3] A21193 Service Management [3] A21194 Learning From Failure [3] A21381 Labor Relations Management [3] A21195 Strategy and Environment[3] A21423 Strategic Human Resource Management [3] A21457 Corporate Finance Management [3] A21196 Personal Finance Management [3] A21479 Business Case Study [3] A21496 Application of Game Theory [3] A21260 Business Practice [3] 1st A21407 Workplace intern [3]2nd
GE liberal arts education	GE liberal arts education: elective, 10 credits from “Humanities and Arts”, “Nature and Technology”, “Social Science”, 2 credits from “College Humanistic Literacy Courses”.			
Cross-domain electives	Up to 20 credits earned from courses, whether required or elective, offered by other departments/programs at I-Shou University or its partner universities will be recognized by the Department as credits from electives.			
Credits required for graduation from the Department	128 Credits			
Note	Undergraduate students admitted to the University in or after Academic Year 2026 are required to fulfill all of the following requirements during the prescribed duration of study to be eligible for graduation: I. Earning the number of course credits required by their major department; II. Completing one required cornerstone course offered by another college and earning a passing score; the credits earned from this course may be counted toward the Liberal Arts Education category, up to a maximum of four credits; III. Fulfilling one of the University's English proficiency requirements for graduation by submitting a valid test report recognized by the University; IV. Interdisciplinary Learning: Completing a minor or a secondary major recognized by the University, or completing an interdisciplinary credit program or micro-credit program offered by the University and obtaining a certificate of completion issued by the program.			

