

I-SHOU UNIVERSITY Department of BUSINESS ADMINISTRATION 4-Year Curriculum for Students Admitted in Academic Year 2025

| Category | Freshman Year(2025) | | Sophomore Year(2026) | |
|--|--|---|---|---|
| GE core courses: required (18 credits) | A93A34 Academic English [2]1st A93A35 Professional English [2] 2nd A93A29 Secret Codes in Intelligent Technologies [2]1st A93A21 Civic Literacy in the Era of Globalization [2]2nd A93A22 Chinese Literature 1.0- Reading, Narration and communication [2] 2nd | | A93A28 Codes in Health and Medicine [2]2nd A93A20 Programming [2]1st | |
| College-required courses (8 credits) | A82103 Net Zero Sustainable Management [2] 1st A82116 Big Data and Programming [2] 1st A82E01 Management [4]2nd | | A93A23 Chinese Literature 2.0- Critical thinking and creativity in writing [2]1st A93A15 Physical Education (I) [1]1st A93A16 Physical Education (II) [1]2nd | |
| Category | Freshman Year(2025) | Sophomore Year(2026) | Junior Year(2027) | Senior Year(2028) |
| Department-required courses (38 credits) | A21176 Economy (I) [3] 1st A21178 Accounting (I) [3] 1st A21180 Statistics (I) [3] 1st A21158 Introduction to Business [2] 1st A21159 Practice of introduction [1] 1st | A21313 Financial Management [3] 1st A21212 Financial Management [3] 1st A21218 Organizational Behavior [3] 1st A21269 Consumer behavior and practice [3]2nd A21316 Human Resource Management [3]2nd A21319 Operations Management [3]2nd | A21197 Business Ethic [3]2nd A21414 Strategy Management [3]2nd A21388 Seminar in Learning Planning (I) [1]2nd | A21400 Seminar in Learning Planning (II) [1] 1st A21422 English Proficiency [0] 1st |
| Departmental electives (≥34 credits) | 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] A21336 Investment Management [3] A21182 Generative AI Applications [3] | A21372 Marketing Channel Management [3] A21394 Marketing for Nonprofit Organization [3] A21335 International Marketing Management [3] A21183 Creativity 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] A21396 Natural Capital and Carbon Reduction Management [3] A21190 Organizationa Carbon Management Research [3] A21191 Commercial law [3] A21425 Working Capability and Occupational Ethics [2] | A21192 Brand Management [3] A21437 Leadership [3] A21447 International Human Resource Management [3] A21492 Recruiting and Selection [3] A21439 Business Analysis and Diagnosis [3] A21487 Management of Technology [3] A21491 Entrepreneurial 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” | | | |
| 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 | <p>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.</p> <p>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.)</p> | | | |