

**I-SHOU UNIVERSITY**  
**Department of Business Administration**  
**4-Year Curriculum for Students Admitted in Academic Year 2022**

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

1. GE core courses: required, 18 credits
2. GE liberal arts education: elective, 10 credits
3. 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: 15 credits, practical courses: 15 credits, and capstone courses: 1 credits
7. Departmental electives: 27 credits
  - a. Academic courses: 15 credits; taking 15 credits out of 66 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 (2022)**

**Sophomore Year (2023)**

| Category          | Course Code                  | Course Title   | 1 <sup>st</sup> Semester | 2 <sup>nd</sup> Semester | Required / Elective | Remark   |
|-------------------|------------------------------|--|--------------------------|--------------------------|---------------------|--|
| General Education | A93A17                       | Service Education (I)  | 0                        |                          | Required            |  |
|                   | A93A18                       | Service Education (II)                                       |                          | 0                        | Required            |  |
|                   | A93A20                       | Programming  |                          |                          | Required            | Core(2 credits)  |
|                   | A93A21                       | Civic Literacy in the Era of Globalization                   |                          | 2                        | Required            | Core (Freshman Year 2nd Semester or Sophomore Year 1st Semester) |
|                   | A93A22                       | Chinese Literature 1.0- Reading, Narration and communication |                          | 2                        | Required            | Core   |
|                   | A93A30                       | English in Practice I  | 1                        |                          | Required            | Core   |
|                   | A93A31                       | English in Practice II                                       |                          | 1                        | Required            | Core   |
| A93A28            | Codes in Health and Medicine |  | 2                        | Required                 | Core(2 credits)     |  |

| Category                    | Course Code | Course Title  | 1 <sup>st</sup> Semester | 2 <sup>nd</sup> Semester | Required / Elective | Remark   |
|-----------------------------|-------------|---|--------------------------|--------------------------|---------------------|--|
| General Education           | A93A15      | Physical Education ( I )  | 0                        |                          | Required            |  |
|                             | A93A16      | Physical Education (II)   |                          | 0                        | Required            |  |
|                             | A93A23      | Chinese Literature 2.0- Critical thinking and creativity in writing | 2                        |                          | Required            | Core   |
|                             | A93A21      | Civic Literacy in the Era of Globalization                          | 2                        |                          | Required            | Core (Freshman Year 2nd Semester or Sophomore Year 1st Semester) |
|                             | A93A32      | English in Practice III   | 2                        |                          | Required            | Core   |
|                             | A93A33      | English in Practice IV  |                          | 2                        | Required            | Core   |
| Department-required Courses | A21313      | Financial Management  | 3                        |                          | Required            | Common   |
|                             | A21212      | Marketing Management  | 3                        |                          | Required            | Common   |
|                             | A21218      | Organizational Behavior   |                          |                          | Required            | Common   |

|  |               |  |           |   |                 |                       |
|--|---------------|--|-----------|---|-----------------|-----------------------|
|  | <b>A93A29</b> | Secret Codes in Intelligent Technologies | 2         |   | <b>Required</b> | <b>Core(2 credits</b> |
| <b>College-required Courses</b>                      | <b>A82116</b> | Big Data and Programming                 |           | 2 | Required        |                       |
|  | <b>A82110</b> | Economy (I)                              | 3         |   | Required        |                       |
|  | <b>A82105</b> | Accounting (I)                           |           |   |                 |                       |
|  | <b>A82113</b> | Statistics (I)                           |           |   |                 |                       |
|  | <b>A82111</b> | Economy (II)                             |           |   |                 |                       |
|  | <b>A82106</b> | Accounting (II)                          |           |   |                 |                       |
|  | <b>A82203</b> | Statistics (II)                          | 3         |   | Required        |                       |
|  | <b>A82E01</b> | Management                               |           | 4 | Required        |                       |
| <b>Department- required Courses</b>                  | <b>A21158</b> | Introduction to Business                 | 2         |   |                 | <b>Common</b>         |
|  | <b>A21159</b> | Practice of introduction                 | 1         |   |                 | <b>Common</b>         |
|  |               |  |           |   |                 |                       |
|  |               |  |           |   |                 |                       |
| <b>Departmental Electives</b>                        | <b>A21243</b> | Business and Law                         |           | 3 | Elective        | <b>AcademicC</b>      |
|  | <b>A21348</b> | Business Application Software            |           | 3 | Elective        |                       |
|  | <b>A21884</b> | Managerial Mathematics                   |           | 3 | Elective        |                       |
|  | <b>A21160</b> | Business Intelligence                    |           | 3 | Elective        |                       |
|  |               |  |           |   |                 |                       |
| <b>Total Required Credits for this Academic Year</b> |               |  | <b>37</b> |   |                 |                       |

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

**I-SHOU UNIVERSITY**  
**Department of Business Administration**  
**4-Year Curriculum for Students Admitted in Academic Year 2022**

**Junior Year (2024)**

**Senior Year (2025)**

| Junior Year (2024)                      |                           |   |                          |                          |                     |            | Senior Year (2025)                      |  |                              |                          |                          |                     |           |
|---|---------------------------|---|--------------------------|--------------------------|---------------------|------------|---|--|------------------------------|--------------------------|--------------------------|---------------------|-----------|
|   | Course Code               | Course Title                            | 1 <sup>st</sup> Semester | 2 <sup>nd</sup> Semester | Required / Elective | Remark     |   | Course Code                                | Course Title                 | 1 <sup>st</sup> Semester | 2 <sup>nd</sup> Semester | Required / Elective | Remark    |
| <b>Department-<br/>required Courses</b> | A21311                    | Commercial law                          | 3                        |                          | Required            | Common     | <b>t-required</b>                       | A21892                                     | Seminar in Learning Planning | 1                        |                          | Required            | Capstone  |
|   | A21490                    | Business Ethic                          |                          | 3                        | Required            | Common     |   | A21422                                     | English Proficiency          | 0                        |                          | Required            |           |
|   | A21414                    | Strategy Management                     |                          | 3                        | Required            | Common     |   | A21427                                     | Strategic Brand Management   |                          | 3                        | Elective            | AcademicA |
| <b>Departmental Electives</b>           | A21372                    | Marketing Channel Management            |                          | 3                        | Elective            | AcademicA  | A21437                                  | Leadership                                 |                              | 3                        | Elective                 | AcademicB           |           |
|   | A21452                    | Marketing for Nonprofit Organization    |                          | 3                        | Elective            | AcademicA  | A21447                                  | International Human Resource Management    |                              | 3                        | Elective                 | AcademicB           |           |
|   | A21335                    | International Marketing Management      |                          | 3                        | Elective            | AcademicA  | A21492                                  | Recruiting and Selection                   |                              | 3                        | Elective                 | AcademicB           |           |
|   | A21324                    | Creativity Advertising                  |                          | 3                        | Elective            | PracticalA | A21439                                  | Business Analysis and Diagnosis            |                              | 3                        | Elective                 | AcademicC           |           |
|   | A21325                    | Practice and Analyze of Market Research |                          | 3                        | Elective            | PracticalA | A21440                                  | International Business Management          |                              | 3                        | Elective                 | AcademicC           |           |
|   | A21420                    | Product Design and Development          |                          | 3                        | Elective            | PracticalA | A21487                                  | Management of Technology                   |                              | 3                        | Elective                 | AcademicC           |           |
|   | A21331                    | Managerial Psychology                   |                          | 3                        | Elective            | AcademicB  | A21491                                  | Entrepreneurial Management                 |                              | 3                        | Elective                 | PracticalC          |           |
|   | A21389                    | Employee training and development       |                          | 3                        | Elective            | AcademicB  | A21442                                  | Service Marketing                          |                              | 3                        | Elective                 |                     |           |
|   | A21815                    | Organizational Theory and Management    |                          | 3                        | Elective            | AcademicB  | A21038                                  | Management of Intellectual Property Rights |                              | 3                        | Elective                 |                     |           |
|   | A21340                    | Financial Market                        |                          | 3                        | Elective            | AcademicC  | A21360                                  | Learning From Failure                      |                              | 3                        | Elective                 |                     |           |
|   | A21357                    | Project Management                      |                          | 3                        | Elective            | PracticalC | A21381                                  | Labor Relations Management                 |                              | 3                        | Elective                 |                     |           |
|   | A21383                    | International Financial Management      |                          | 3                        | Elective            | AcademicC  | A21382                                  | Global Logistics Management                |                              | 3                        | Elective                 |                     |           |
|   | A21353                    | Futures and Options                     |                          | 3                        | Elective            |            | A21423                                  | Strategic Human Resource Management        |                              | 3                        | Elective                 |                     |           |
|   | A21814                    | Knowledge Management                    |                          | 3                        | Elective            |            | A21457                                  | Corporate Finance Management               |                              | 3                        | Elective                 |                     |           |
|   | A21377                    | Research in Business Project            |                          | 3                        | Elective            |            | A21477                                  | Personal Finance Management                |                              | 3                        | Elective                 |                     |           |
|   | A21392                    | Information Management                  |                          | 3                        | Elective            |            | A21479                                  | Business Case Study                        |                              | 3                        | Elective                 |                     |           |
| A21482                                  | Seminar in Human Resource |   | 3                        | Elective                 | AcademicB           | A21493     | The Arts of Sun-Tzu and Its Application |  | 3                            | Elective                 |                          |                     |           |

|  |                                   |          |  |          |                  |
|--|-----------------------------------|----------|--|----------|------------------|
|  | Management                        |          |  |          |                  |
| <b>A21440</b>  | International Business Management | <b>3</b> |  | Elective | <b>AcademicC</b> |
| <b>A21393</b>  | Industrial Safety and Health      | <b>3</b> |  | Elective |                  |
| <b>A21406</b>  | Practical Projects                | <b>2</b> |  | Elective |                  |
|  |                                   |          |  |          |                  |
|  |                                   |          |  |          |                  |
|  |                                   |          |  |          |                  |
|  |                                   |          |  |          |                  |
|  |                                   |          |  |          |                  |
|  |                                   |          |  |          |                  |
| <b>Total Required Credits for this Academic Year</b> |                                   | <b>9</b> |  |          |                  |

|  |   |          |          |          |               |
|--|---|----------|----------|----------|---------------|
|  |   |          |          |          |               |
| <b>A21790</b>  | Performance Appraisal and Compensation Management | <b>3</b> |          | Elective |               |
| <b>A21496</b>  | Application of Game Theory                        | <b>3</b> |          | Elective |               |
| <b>A21425</b>  | Working capability and occupational ethics        | <b>3</b> |          | Elective |               |
| <b>A21885</b>  | Business English Conversation                     | <b>3</b> |          | Elective |               |
| <b>A21885</b>  | Business English                                  | <b>2</b> |          | Elective |               |
| <b>A21260</b>  | Business Practice                                 | <b>3</b> |          | Elective | <b>Intern</b> |
| <b>A21407</b>  | Workplace intern                                  |          | <b>3</b> | Elective | <b>Intern</b> |
| <b>Total Required Credits for this Academic Year</b> |   | <b>1</b> |          |          |               |

(Official Seal of the Department)