

**I-SHOU UNIVERSITY**  
**Department of Business Administration**  
**4-Year Curriculum for Students Admitted in Academic Year 2024**

\* 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. Physical Education: required, 0 credits
4. College-required courses: 23 credits (including 1 college-level cornerstone courses)
5. Department-required courses: 32 credits, including academic + practical courses: 31 credits, academic courses: 15 credits, practical courses: 16 credits, and capstone courses: 1 credits
6. Departmental electives: 25 credits
7. Other electives: 20 credits

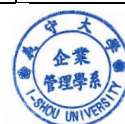
Notes:

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 (2024)**

**Sophomore Year (2025)**

Category	Course Code	Course Title	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark	Category	Course Code	Course Title	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark
General Education	A93A20	Programming	2		Required	Core(2 credits)	General Education	A93A15	Physical Education ( I )	0		Required	
	A93A22	Chinese Literature 1.0- Reading, Narration and communication		2	Required	Core		A93A16	Physical Education (II)		0	Required	
	A93A30	English in Practice I	1		Required	Core		A93A23	Chinese Literature 2.0- Critical thinking and creativity in writing	2		Required	Core
	A93A31	English in Practice II		1	Required	Core		A93A21	Civic Literacy in the Era of Globalization	2		Required	Core (Freshman Year 2nd Semester or Sophomore Year 1st Semester)
	A93A28	Codes in Health and Medicine		2	Required	Core(2 credits)		A93A32	English in Practice III	2		Required	Core
	A93A29	Secret Codes in Intelligent Technologies	2		Required	Core(2 credits)		A93A33	English in Practice IV		2	Required	Core
	College-required Courses	A82116	Big Data and Programming		2	Required			Department-required Courses	A21313	Financial Management	3	
A82103		Net Zero Sustainable Management	2		Required		A21212	Marketing Management		3		Required	Common
							A21218	Organizational Behavior				Required	Common



	A82110	Economy (I)	3		Required	
	A82105	Accounting (I)	3		Required	
	A82113	Statistics (I)	3		Required	
	A82111	Economy (II)		3	Required	
	A82203	Statistics (II)		3	Required	
	A82E01	Management		4	Required	
Departmental t- required Courses	A21158	Introduction to Business	2		Required	Common
	A21159	Practice of introduction	1		Required	Common
Departmental Electives	A82106	Accounting(II)		3	Elective	
	A21243	Business and Law		3	Elective	AcademicC
	A21348	Business Application Software		3	Elective	
	A21884	Managerial Mathematics		3	Elective	
	A21160	Business Intelligence		3	Elective	
<b>Total Required Credits for this Academic Year</b>			<b>36</b>			

	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	
<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 2024**

**Junior Year (2026)**

**Senior Year (2027)**

	Course Code	Course Title	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark
<b>Department- required Courses</b>	A21311	Commercial law	3		Required	Common
	A21490	Business Ethic		3	Required	Common
	A21414	Strategy Management		3	Required	Common
	A21391	Seminar in Learning Planning (I)		1	Required	Common
<b>Departmental Electives</b>	A21372	Marketing Channel Management	3		Elective	AcademicA
	A21452	Marketing for Nonprofit Organization	3		Elective	AcademicA
	A21335	International Marketing Management	3		Elective	AcademicA
	A21324	Creativity Advertising	3		Elective	PracticalA
	A21325	Practice and Analyze of Market Research	3		Elective	PracticalA
	A21420	Product Design and Development	3		Elective	PracticalA
	A21331	Managerial Psychology	3		Elective	AcademicB
	A21389	Employee training and development	3		Elective	AcademicB
	A21815	Organizational Theory and Management	3		Elective	AcademicB
	A21340	Financial Market	3		Elective	PracticalC
	A21357	Project Management	3		Elective	PracticalC
	A21383	International Financial Management	3		Elective	AcademicC
	A21353	Futures and Options	3		Elective	
	A21814	Knowledge Management	3		Elective	
	A21377	Research in Business Project	3		Elective	
A21392	Information	3		Elective		

	Course Code	Course Title	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark
<b>t-required</b>	A21400	Seminar in Learning Planning (II)	1		Required	Capstone
	A21422	English Proficiency	0		Required	
<b>Departmental Electives</b>	A21427	Strategic Brand Management	3		Elective	AcademicA
	A21437	Leadership	3		Elective	PracticalB
	A21447	International Human Resource Management	3		Elective	AcademicB
	A21492	Recruiting and Selection	3		Elective	PracticalB
	A21439	Business Analysis and Diagnosis	3		Elective	AcademicC
	A21440	International Business Management	3		Elective	AcademicC
	A21487	Management of Technology	3		Elective	AcademicC
	A21491	Entrepreneurial Management	3		Elective	PracticalC
	A21442	Service Marketing	3		Elective	
	A21038	Management of Intellectual Property Rights	3		Elective	
	A21360	Learning From Failure	3		Elective	
	A21381	Labor Relations Management	3		Elective	
	A21382	Global Logistics Management	3		Elective	
	A21423	Strategic Human Resource Management	3		Elective	
	A21457	Corporate Finance Management	3		Elective	
	A21477	Personal Finance Management	3		Elective	
	A21479	Business Case Study	3		Elective	
	A21493	The Arts of	3		Elective	



	Management				
A21482	Seminar in Human Resource Management	3		Elective	PracticalB
A21440	International Business Management	3		Elective	AcademicC
A21518	Electronic Commerce	3		Elective	PracticalC
A21393	Industrial Safety and Health	3		Elective	
A21406	Practical Projects	2		Elective	
<b>Total Required Credits for this Academic Year</b>		<b>10</b>			

	Sun-Tzu and Its Application				
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
<b>Total Required Credits for this Academic Year</b>		<b>1</b>			

(Official Seal of the Department)

