

Shih Chien University Department of Business Administration (Undergraduate-Day school)
List of Required and Elective Courses Academic Year 2022Sept.~

Page : 1 / 1

Course Type/Semester		1st Academic Year	2nd Academic Year	3rd Academic Year	4th Academic Year
General Required	1st	A1990-Physical Education [2] * Chinese (1) [2] E2001-College English (1) [2]	E2003-College English (3) [2]	* The Art of Life [1]	* Graduation Threshold of English/Foreign Language Competence [00]
	2nd	A1990-Physical Education [2] * Chinese (2) [2] E2002-College English (2) [2]	E2004-College English (4) [2] * Family Science [1]		
College Required	1st	Accounting Principles [3] Business Mathematics [2] Civil Law [2] Design Thinking [2] Economics (I) [3]	Statistics(1) [3]		Professional English (II) [2] Business Ethic [2]
	2nd	Intermediate Accounting [3] Commercial Law [2] Management [3] Economics (II) [3]	Statistics(2) [3]	Professional English (I) [2]	
Dept. Required	1st	Introduction to Business [3] Application of Information Technology [3]	Marketing Management [3] Human Resource Management [3] Management Science [3]	Strategic Management [3]	Undergraduate Project [3]
	2nd		Financial Management [3] Operations Management [3]	Strategy Management Case Study [3]	
Dept. Elective	1st		Service Management [3] Innovation and Entrepreneurial Management [3] Electronic Commerce [2] Storytelling in Marketing [2]	Consumer Behavior [3] Financial Statement Analysis [2] Innovation and Entrepreneurship Accounting Practice [2] Second Foreign Language: Bahasa Melayu (I) [2]	Project Management [3] The Study of Innovation and Entrepreneurial Management [3] Second Foreign Language: Vietnamese (II) [2]
	2nd		Business Game [2] Network Marketing [2] Securities Law [2] Customer Relation Management [3]	Brand Management [3] Intangible Assets Valuation [3] Second Foreign Language: Vietnamese (I) [2] Second Foreign Language: Bahasa Melayu (II) [2] Industry and Competition Analysis [2] Corporate Finance [2]	International Financial Markets [2] Cross-strait Economic Framework [3] Overseas Internship (I) [3] Overseas Internship (II) [3] Performance During Internship [2] Business Management Applications Seminar [3] IOT Practice [2]

Notes:

Required for graduation : 128 credits(General Required : 10,Required : 83 · Elective : 35)