

Shih Chien University Department of Business Administration Division of Service Management (Undergraduate-Continuing education department)

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List of Required and Elective Courses

Academic Year 2019Sept.~

Course Type/Semester		1st Academic Year	2nd Academic Year	3rd Academic Year	4th Academic Year
General Required	1st	AN990-Physical Education [1] BN001-Chinese(1) [2] EN001-College English (1) [2] * Defence Education Military Training-National Defense Policies [00]	AN990-Physical Education [1] * Family Science [1] * College English (3) [2]		
	2nd	AN990-Physical Education [1] BN002-Chinese(2) [2] EN002-College English (2) [2] * Defence Education Military Training-Defence Technology [00]	AN990-Physical Education [1] * Historical Thinking and Civilizations [2] * College English (4) [2]	* The Art of Life [1] * Character,morality and Rule of Law Education [2]	
College Required	1st	Accounting Principles [2] Business Mathematics (I) [2] Economics (I) [2]	Statistics(1) [2]		
	2nd	Intermediate Accounting [2] Management [2] Application of Information Technology [2] Economics (II) [2]	Statistics(2) [2]		
Dept. Required	1st	Civil Law [2] Design Thinking [2]	Marketing Management [2] Human Resource Management [2] Managerial Economics [2] Data Base Management [2]	Financial Management [2] Brand Management [2] English Communication and Expressions (I) [2]	Strategic Management [2] Management Accounting [2]
	2nd	Commercial Law [2]	Organizational Behavior [2] Customer Relation Management [2] "Introduction of Service Industry Management" [2]	Service Management [2] Innovation Management [2] Applied Statistics [2] English Communication and Expressions (II) [2]	Business Ethic [2] Case Study In Service Industry [2]
Dept. Elective	1st	Fundamentals of Information Technology [2]	Electronic Commerce [2] Japanese(I) [2]	Marketing Research [2] Project Practice 1 [4] Quality Management [2]	International Business Administration [2] Industry and Competition Analysis [2] Project Management [2] Project Practice 3 [4]
	2nd		The Seminar on Human Resource Management [2] The Seminar on Marketing Management [2] Japanese (II) [2] Food and Beverage Management [2] Financial Statement Analysis [2]	Consumer Behavior [2] Retailing Management [2] Public Safety Management [2] Project Practice 2 [4]	Advertising [2] New Venture Management [2] Project Practice 4 [4]

Notes:

Required for graduation : 128 credits(General Required : 10,Required : 10, Elective : 36)