

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

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List of Required and Elective Courses

Academic Year 2021Sept.~

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]	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]	AN990-Physical Education [1] * College English (4) [2]	* The Art of Life [1]	
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]	Marketing Management [2] Human Resource Management [2] Managerial Economics [2] Data Base Management [2] Fashion Industry Introduction [2]	Financial Management [2] Innovation Management [2]	Strategic Management [2] Management Accounting [2] Visual Display [2]
	2nd	Commercial Law [2]	Purchasing Management [2] Managing Creative & Innovation [2] Organizational Behavior [2] Aesthetic of Fashion [2]	Service Management [2] Retailing Management [2] Applied Statistics [2]	Fashion Case Management [2] Business Ethic [2]
Dept. Elective	1st	English Listening and Speaking(I) [2] Introduction to Business [2] Fundamentals of Information Technology [2]	Multimedia Application [2]	Electronic Commerce [2] Marketing Research [2] English Communication and Expressions (I) [2] Cultural Industry Study [2]	Professional English (I) [2] Investment [2] Fashionable life Products Management [2] Industry and Competition Analysis [2]
	2nd		Fibers and materials [2] Customer Relation Management [2] Summary of Fashion 3C Product [2] Coaching Leading and Creative Thinking [2]	Network Marketing [2] Financial Statement Analysis [2] Brand Management [2] Purchasing Management [2] English Communication and Expressions (II) [2]	Consumer Behavior [2] Advertising [2] Business Negotiations [2] Funds Management [2] Quality Management [2] Management Of 3C Fashion [2]

Notes:

Required for graduation : 128 credits(General Required : 14,Required : 78 , Elective : 36)