

Nanhua University 2025 Academic Year Undergraduate Students Department of Business Administration

Time Schedule of Class

At the time of graduation, students should complete at least 128 credits, including:

1. General Education 32 credits.
2. College Interdisciplinary Program 12 credits, College Foundation Courses 12 credits, College Elective Courses 6 credits.
3. Department Core Courses 24 credits, Department Elective Courses 42 credits.

		Freshman		First Semester		Second Semester		Sophomore		First Semester		Second Semester		Junior		First Semester		Second Semester		Senior		First Semester		Second Semester			
		Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours		
Interdisciplinary Program	12 Credits	1. The interdisciplinary program is an elective program, at least 12 credits should be taken before you graduate; If you have completed a whole program, the program will be added to your diploma. 2. For more information about the interdisciplinary program, please check the announcements on the websites of each college and the Academic Affairs Office.																									
College Foundation Courses	12Credits	Compulsory	Economics(I)	3	3			Statistics(I)	3	3																	
			Accounting(I)			3	3																				
			Management			3	3																				
College Elective Courses	6Credits	Elective	International Etiquette (3 Credits/3 Hours), Professional Planning and Presentation Skills (3 Credits/3 Hours), ▲ Communication Negotiation(3 Credits/3 Hours), ▲ Business law(3 Credits/3 Hours), Intercultural Communication and Management (3 Credits/3 Hours) Students from the College of Management must take 2 of 5 courses the above before graduation.																								
Department Core Courses	24Credits	Compulsory	Managerial Economics			3	3	Managerial Accounting	3	3			Financial Management	3	3			Special Topics on Managerial Practice(II)	3	3							
							Marketing Management	3	3			Special Topics on Managerial Practice(I)			3	3											
							Applied Statistics			3	3																
							Operation Management			3	3																
Marketing Strategy and Innovation Entrepreneurship Program	24Credits	Elective	Creative Thinking	3	3			Consumer Behavior	3	3			BIG DATA MARKETING	3	3			Customer Relationship Management	3	3							
			Entrepreneurship Management			3	3	Social Media Marketing	3	3			Market Analysis	3	3			Practice on Marketing Plan	3	3							
			Web Page Design			3	3	Influencer			3	3	Entrepreneurial Management			3	3	Micro-Enterprise Practice			3	3					
							Innovation Management			3	3	Business Ethics			3	3	Strategy Management			3	3			3	3		
Business Management and Human Resources Program	24Credits	Elective	Data Processing	3	3			Organizational Development	3	3			Human Resource Traing and development	3	3			Manage cases and practices	3	3							
			Organization Behavior			3	3	Business Project Writing	3	3			Services Management	3	3			Business Analysis & Diagnosis	3	3							
			Human Resource Management			3	3	Knowledge Management			3	3	Business Ethics			3	3	Project Management			3	3					
							Motivation and Leadership			3	3	The Practical Law of Business Management			3	3	Strategy Management			3	3			3	3		
Professional Free option	0Credits	Elective	Zen Management I	3	3			Time Management			3	3	International Business Management	3	3												
			ZenManagementII			3	3	Business Package Software			3	3	International Trade Theory and Applications			3	3										
Major program	Marketing Innovation course + Marketing Strategy and Innovation Entrepreneurship Program																										
Note	Marketing Innovation course + Business Management and Human Resources Program																										

Nanhua University General Education Curriculum Framework for Undergraduate Students (For the 2025 Academic Year, in total 32 credits)

Time Schedule of Class

Category	Domain	Credits	Note	Executive Unit(s)
Physical, Mental, and Spiritual Well-being		1		Service Learning Section
	Exercise and Health	4	All Semesters of Freshman and Sophomore Years	Office of Sport Excellence
	Mindful Meditation	1	The first or the second semester of the first year	Center for General Education
Reading and Expression	Chinese Reading and Expression	4	The first or the second semester of the first year	Center for General Education
	Freshman English: Listening and communication	2	The first and the second semesters of the first year	Language Teaching Center
	Freshman English: Reading and expression	4	The first or the second semester of the first year	
General Education and Liberal Arts	Core Courses	2		Center for General Education
	Foreign Classics	2		
	Chinese Classics	2		
Civics and Citizenship	Society and Responsibility	2		Center for General Education
	Nature and Sustainability	2		
	Humanities and Arts	2		
	Information Technology and Logical Thinking	2		
	Multi-cultures and Languages	2		Language Teaching Center

Nanhua University General Education Curriculum Framework for the Foreign Undergraduate Students

(For the 2025 Academic Year, in total 32 credits)

Time Schedule of Class

Category	Domain	Credits	Note	Executive Unit(s)
Physical, Mental, and Spiritual Well-being	My Learning Roadmap & Coming-of-Age Ceremony	1	1.My Learning Roadmap, in accordance with the regulations of the Academic Affairs Office 2.Conducted in Accordance with the Regulations of the Office of Student Affairs	Service Learning Section
	Physical Education and Health	4	All Semesters of Freshman and Sophomore Years	Office of Sport Excellence
	Guided Mindfulness Meditation	1	Either the First or Second Semester of the Freshman Year	Center for General Education
Reading and Expression	English Communication and Expression: Performance	4	Two sophomore semesters (Course Open as Needed)	Language Teaching Center
	Freshman English: Reading and Expression	4	Both Freshman Semesters	
	Freshman English: Listening and communication	2	Both Freshman Semesters	
General Education and Liberal Arts	History	4	Taiwanese Folk Beliefs and Customs Idiomatic Expressions: Origins and Applications Taiwanese History and Social Development	Chinese Language Center
	Everyday Life	4	Legal Issues at Different Life Stages Taiwan Today (Course Open as Needed)	
	Culture	4	Taiwanese Culture and Arts Chinese Etiquette Belief and Life	
Civics and Citizenship	Civics and Citizenship	8	To boost the "Civics and Citizenship" awareness and "Liberal Arts" proficiency of international students, they have the flexibility to select a minimum of 8 credits from cross-disciplinary courses, department electives, courses offered by other departments, and micro-courses. Furthermore, departments, the Institute of International and Cross-Strait Affairs, or the Academic Affairs Office are encouraged to leverage informal courses to reinforce the citizenship competence of international students, ensuring that both local and foreign students achieve the objectives of general education and acquire the essential skills of Nanhua University.	Academic Departments and Programs

Remarks:

1.Mandarin Chinese courses cannot be utilized as replacements for general education courses.

2.Non-Taiwanese students (excluding Hong Kong, Macau, and Mainland Chinese students) follow the 'Nanhua University General Education Curriculum Framework' as a guideline.