

Nanhua University 2022 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 31 credits.
2. College Interdisciplinary Program 12 credits, College Foundation Courses 12 credits, College Elective Courses 6 credits.
3. Department Core Courses 25 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 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Department Core Courses 25Credits | Compulsory | My Learning Road Map | 1 | 1 | | | Managerial Accounting | 3 | 3 | | | Financial Management | 3 | 3 | | | Special Topics on Managerial Practice(II) | 3 | 3 | | | | | | | |
| | | Managerial Economics | | | 3 | 3 | Marketing Management | 3 | 3 | | | Special Topics on Managerial Practice(I) | | | 3 | 3 | | | | | | | | | | |
| | | | | | | | Applied Statistics | | | 3 | 3 | | | | | | | | | | | | | | | |
| | | | | | | | Operation Management | | | 3 | 3 | | | | | | | | | | | | | | | |
| Marketing Management and Entrepreneurship Program 24Credits | Elective | Business Ethics | 3 | 3 | | | Consumer Behavior | 3 | 3 | | | BIG DATA MARKETING | 3 | 3 | | | Customer Relationship Management | 3 | 3 | | | | | | | |
| | | Creative Thinking | 3 | 3 | | | Social Media Marketing | 3 | 3 | | | Market Analysis | 3 | 3 | | | Practice on Marketing Plan | 3 | 3 | | | | | | | |
| | | Entrepreneurship Management | | | 3 | 3 | Influencer | | | 3 | 3 | Entrepreneurial Management | | | 3 | 3 | Micro-Enterprise Practice | | | 3 | 3 | | | | | |
| | | Web Page Design | | | 3 | 3 | Innovation Management | | | 3 | 3 | Strategy Management | | | 3 | 3 | | | | | | | | | | |
| Organization and Human Resource Management Program 24Credits | Elective | Data Processing | 3 | 3 | | | Business Project Writing | 3 | 3 | | | Services Management | 3 | 3 | | | Business Analysis & Diagnosis | 3 | 3 | | | | | | | |
| | | Business Ethics | 3 | 3 | | | Organizational Development | 3 | 3 | | | Human Resource Traing and development | 3 | 3 | | | Performance and compensation management | 3 | 3 | | | | | | | |
| | | Human Resource Management | | | 3 | 3 | Motivation and Leadership | | | 3 | 3 | The Practical Law of Business Management | | | 3 | 3 | Project Management | | | 3 | 3 | | | | | |
| | | Organization Behavior | | | 3 | 3 | Knowledge Management | | | 3 | 3 | Strategy Management | | | 3 | 3 | | | | | | | | | | |
| Professional Free option 0Credits | Elective | Zen Management I | 3 | 3 | | | Time Management | | | 3 | 3 | International Business | 3 | 3 | | | | | | | | | | | | |
| | | ZenManagementII | | | 3 | 3 | Business Package Software | | | 3 | 3 | Practice of International Trade | | | 3 | 3 | | | | | | | | | | |
| Major program | | [Marketing, Sales, and Service] Marketing Innovation course + Marketing Management and Entrepreneurship Program [Business, Management, and Administration] Marketing Innovation course + Organization and Human Resource Management Program | | | | | | | | | | | | | | | | | | | | | | | | |
| Note | | | | | | | | | | | | | | | | | | | | | | | | | | |

Nanhua University General Education Curriculum Framework for Undergraduate Students
(For the 2022 Academic Year, in total 31 credits)

Time Schedule of Class

| Classification of Courses | Category of Courses | Credits | Note | The Unit in Charge |
|--|---|---------|---|--------------------|
| Life Education- Development of Body and Soul | Coming of Age | 0 | Ceremony of Coming of Age, according to the rules of the Office of Student Affairs | 服務學習組 |
| | Service Education and Youth Volunteers | 1 | According to the rules of the Office of Student Affairs | |
| | Diverse Learning | 1 | According to the rules of the Office of Student Affairs | 課外活動組 |
| | Mindful Meditation | 1 | The first or the second semester of the first year | 通識教育中心 |
| | Physical Education | 0 | Two hours per week for the first year, and two hours per week for the first or the second semester of the second year | 體育教學中心 |
| Reading and Expression | Chinese Reading and Expression | 4 | The first or the second semester of the first year | 通識教育中心 |
| | Freshman English: Reading and expression | 4 | The first or the second semester of the first year | 語文教學中心 |
| | Freshman English: Listening and communication | 2 | The first and the second semesters of the first year | |
| General Education | Core Courses | 2 | | 通識教育中心 |
| | Chinese Classics | 2 | | |
| | Foreign Classics | 2 | | |
| Core Attainment | Humanities and Arts | 2 | | 通識教育中心 |
| | Nature and Sustainability | 2 | | |
| | 107-Programming and Digital Information | 2 | The first and the second semesters of the second year | |
| | Logic and thinking | 2 | | |
| | Society and Responsibility | 2 | | |
| | Multi-cultures and Languages | 2 | | 語文教學中心 |

Nanhua University General Education Curriculum Framework for the Foreign Undergraduate Students

(For the 2022 Academic Year, in total 31 credits)

Time Schedule of Class

| Classification of Courses | Category of Courses | Credits | Note | The Unit in Charge |
|--|---|---------|--|--------------------|
| Life Education- Development of Body and Soul | Coming of Age | 0 | Ceremony of Coming of Age, according to the rules of the Office of Student Affairs | 服務學習組 |
| | Service Education and Youth Volunteers | 1 | According to the rules of the Office of Student Affairs | |
| | Diverse Learning | 1 | According to the rules of the Office of Student Affairs | 課外活動組 |
| | Mindful Meditation | 1 | The first or the second semester of the first year | 通識教育中心 |
| | Physical Education | 0 | Two hours per week for the first year, and two hours per week for the first or the second semester of the second year | 體育教學中心 |
| Reading and Expression | Chinese Reading and Expression | 4 | Foundational Chinese(1) ∙ (2) Basic Chinese(1) ∙ (2) Intermediate Chinese(1) ∙ (2) Advanced Chinese) (1) ∙ (2) | 華語中心 |
| | Freshman English: Reading and expression | 4 | The first and the second semesters of the first year | 語文教學中心 |
| | Freshman English: Listening and communication | 2 | The first and the second semesters of the first year | |
| General Education | Culture | 4 | Taiwanese Culture and Arts Chinese Manners Belief and Life | 華語中心 |
| | History | 4 | Taiwanese Religion and Custom Idioms Allusion and Applying History and Social Development in Taiwan | |
| Core Attainment | Citizenship Competence | 10 | In order to enhance the "Citizenship Competence" and "Liberal Arts" competence of foreign students, foreign students are free to choose at least 10 credits from cross-field courses, department elective courses, courses of other departments and micro courses. If there are still insufficient, the Chinese Language Center should provide relevant elective courses to make up. In addition, all departments, the Institute of International and Cross-Strait Affairs or academic affairs office should make good use of informal courses to strengthen the citizenship competence of foreign students, and ensure that both foreign and domestic students have reached the goals of the general education and possessed the core capabilities of the school. | Department |

Remarks: Mandarin learning courses can not be used as substitutes for general education courses.