

Nanhua University 2018 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 Innovation course 24Credits	Elective	Data Processing	3	3			Consumer Behavior	3	3			Entrepreneurial Management	3	3			Practice on Marketing Plan	3	3							
		Business Ethics	3	3			Internet Marketing	3	3			Market Analysis	3	3			Customer Relationship Management	3	3							
		Creative Thinking	3	3			Service Marketing			3	3	Strategy Management	3	3			Micro-Enterprise Practice			3	3					
		Entrepreneurship Management			3	3	Marketing Skills Practice			3	3	Entrepreneurial Case Study			3	3										
		Web Page Design			3	3																				
Organize the course of study 24Credits	Elective	Business Ethics	3	3			Business Project Writing	3	3			Strategy Management	3	3			Business Analysis & Diagnosis	3	3							
		Human Resource Management			3	3	Services Management	3	3			Human Resource Training and development	3	3			Project Management			3	3					
		Organization Behavior			3	3	Organizational Development	3	3			Motivation and Leadership			3	3	Business Laws			3	3					
							Retailing Management			3	3															
Professional Free option 24Credits	Elective	Zen Management I	3	3			Business Package Software			3	3	Practice of International Trade			3	3	New media planning and marketing practices	2	2							
						ZenManagementII			3	3							Topics of sampling analysis techniques	2	2							
																		Market research applications			2	2				
																		New media production practice			3	3				
																		Ministry of Labor Common Core Functions Course			3	3				
Major program	Marketing Management and Entrepreneurship Program : [Marketing, Sales, and Service] core curriculum + Marketing Innovation course Organization and Human Resource Management Program : [Business, Management, and Administration] core curriculum + Organize the course of study																									
Note																										

Nanhua University General Education Curriculum Framework for Undergraduate Students
(For the 2018 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	Service Education and Youth Volunteers	1		服務學習組
	Coming of Age	0		
	Self-directed Learning	1		課外活動組
	Mindful Meditation	1		通識教育中心
	Physical Education	0		體育教學中心
Reading and Expression	Chinese Reading and Expression	4		通識教育中心
	Freshman English: Listening and communication	2		語文教學中心
	Freshman English: Reading and expression	4		
General Education	Foreign Classics	2		通識教育中心
	Chinese Classics	2		
	Core Courses	2		
Core Attainment	Society and Responsibility	2		通識教育中心
	Nature and Sustainability	2		
	Humanities and Arts	2		
	107-Logic and thinking	2		
	107-Programming and Digital Information	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 2018 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		服務學習組
	Service Education and Youth Volunteers	1		
	Self-directed Learning	1		課外活動組
	Mindful Meditation	1		通識教育中心
	Physical Education	0		體育教學中心
Reading and Expression	Chinese Reading and Expression	4		華語中心
	Freshman English: Listening and communication	2		語文教學中心
	Freshman English: Reading and expression	4		
Taiwanese Civilization	History	4	Taiwanese Religion and Custom Idioms Allusion and Applying History and Social Development in Taiwan	華語中心
	Culture	4	Taiwanese Culture and Arts Chinese Manners Belief and Life	

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. ◦

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