

Nanhua University 2023 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																
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					
Department Core Courses 25Credits	Compulsory		Managerial Economics			3	3	Marketing Management	3	3			Special Topics on Managerial Practice(I)			3	3									
								Applied Statistics			3	3														
								Operation Management			3	3														
Digital Marketing and Innovation and Entrepreneurship Program 24Credits	Elective		Creative Thinking	3	3			Consumer Behavior	3	3			Business Ethics	3	3			Customer Relationship Management	3	3						
			Entrepreneurship Management			3	3	Social Media Marketing	3	3			BIG DATA MARKETING	3	3			Practice on Marketing Plan	3	3						
			Web Page Design			3	3	Influencer			3	3	Market Analysis	3	3			Micro-Enterprise Practice			3	3				
								Innovation Management			3	3	Entrepreneurial Management			3	3	Strategy Management			3	3				
Business Management and Service Industry Management 24Credits	Elective		Data Processing	3	3			Organizational Development	3	3			Business Ethics	3	3			Manage cases and practices	3	3						
			Organization Behavior			3	3	Business Project Writing	3	3			Human Resource Traing and development	3	3			Business Analysis & Diagnosis	3	3						
			Human Resource Management			3	3	Knowledge Management			3	3	Services Management	3	3			Project Management			3	3				
								Motivation and Leadership			3	3	The Practical Law of Business Management			3	3	Strategy Management			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														
Major program	Marketing Innovation course + Digital Marketing and Innovation and Entrepreneurship Program Marketing Innovation course + Business Management and Service Industry Management																									
Note																										

Nanhua University General Education Curriculum Framework for Undergraduate Students
(For the 2023 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	The Three Acts of Goodness: Sustainable Action	1	According to the rules of the Office of Student Affairs	學生事務處
	Coming of Age	0	Ceremony of Coming of Age, according to the rules of the Office of Student Affairs	服務學習組
	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 2023 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
	The Three Acts of Goodness: Sustainable Action	1	依學務處規定 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 Expression	4	Chinese Expression I Chinese Expression II	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. 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.