

Nanhua University 2024 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	Management			3	3																				
		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																
Business Management and Service Industry Management 24Credits	Elective	Data Processing	3	3			Organizational Development	3	3			Human Resource Training 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					
Digital Marketing and Innovation and 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						
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 + Business Management and Service Industry Management																									
Note	Marketing Innovation course + Digital Marketing and Innovation and Entrepreneurship Program																									

Nanhua University General Education Curriculum Framework for Undergraduate Students (For the 2024 Academic Year, in total 31 credits)

Time Schedule of Class

Category	Domain	Credits	Note	Executive Unit(s)
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	Service Learning Section
	Coming of Age	0	Ceremony of Coming of Age, according to the rules of the Office of Student Affairs	
	Diverse Learning	1	According to the rules of the Office of Student Affairs	Extracurricular Activities Section
	Mindful Meditation	1	The first or the second semester of the first year	Center for General Education
	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	Physical Education Center
Reading and Expression	Freshman English: Reading and expression	4	The first or the second semester of the first year	Language Teaching Center
	Freshman English: Listening and communication	2	The first and the second semesters of the first year	
	Chinese Reading and Expression	4	The first or the second semester of the first year	Center for General Education
General Education and Liberal Arts	Core Courses	2		Center for General Education
	Chinese Classics	2		
	Foreign Classics	2		
Civics and Citizenship	Humanities and Arts	2		Center for General Education
	Programming and Digital Information	2	The first and the second semesters of the second year	
	Logic and thinking	2		
	Nature and Sustainability	2		
	Society and Responsibility	2		
	Multi-cultures and Languages	2		Language Teaching Center

Nanhua University General Education Curriculum Framework for the Foreign Undergraduate Students

(For the 2024 Academic Year, in total 31 credits)

Time Schedule of Class

Category	Domain	Credits	Note	Executive Unit(s)
Life Education- Development of Body and Soul (3)credits	The Three Acts of Goodness: Sustainable Action	1	Conducted in Accordance with the Regulations of the Office of Student Affairs	Service Learning Section
	Coming-of-Age Ceremony	0	Conducted in Accordance with the Regulations of the Office of Student Affairs	
	Diverse Learning	1	Conducted in Accordance with the Regulations of the Office of Student Affairs	Extracurricular Activities Section
	Guided Mindfulness Meditation	1	Either the First or Second Semester of the Freshman Year	Center for General Education
	Physical Education	0	Two hours per week in the first year and either the first or second semester of the second year	Physical Education Center
Reading and Expression (6-10)credits	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 (8-12)credits	History	4	Taiwanese Folk Beliefs and Customs Idiomatic Expressions: Origins and Applications Taiwanese History and Social Development	Chinese Language Center
	Culture	4	Taiwanese Culture and Arts Chinese Etiquette Belief and Life	
	Everyday Life	4	Legal Issues at Different Life Stages Taiwan Today (Course Open as Needed)	
Civics and Citizenship (10)credits	Civics and Citizenship	10	To boost the "Civics and Citizenship" awareness and "Liberal Arts" proficiency of international students, they have the flexibility to select a minimum of 10 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.