

Ming Chuan University Department of International Business Course Outline for all students entering in 109AY page 1of 7

Course				Credits	Hours	1 <sup>st</sup> year				2 <sup>nd</sup> year				3 <sup>rd</sup> year				4 <sup>th</sup> year				Note
						Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
						class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	
University Required Courses	00123	Chinese Literature: Appreciation and Creative Writing I	中國文學鑑賞與創作(一)	2	2	2															Note1	
	00124	Chinese Literature: Appreciation and Creative Writing II	中國文學鑑賞與創作(二)	2	2			2														
	01106	Practical English I	應用英文(一)	0	2	1	1															
	01107	Practical English II	應用英文(二)	0	2			1	1													
	01206	Practical English III	應用英文(三)	0	2					1	1											
	01207	Practical English IV	應用英文(四)	0	2							1	1									
	01306	English for Business Communication I	商務溝通英文(一)	2	3									2	1							
	01307	English for Business Communication II	商務溝通英文(二)	2	3										2	1						
	01406	Practical English for Professionals I	職場應用英文(一)	2	3												2	1				
	01407	Practical English for Professionals II	職場應用英文(二)	2	3														2	1		
	36134	Applied Information Technology : Office Software	資訊科技：辦公室應用	2	3	2	1															
	13285	Programing Design	程式設計	2	3			2	1													
		General Education course	通識教育	12	12																	
	Physical Education I-VI	體育(壹~陸)	0	12	2		2		2		2		2		2						Note1	
	<b>Subtotal</b>			<b>28</b>	<b>54</b>																	
School Required Courses	M1101	Introduction to Business	企業概論	3	3			3														
	52125	Accounting I	會計學(一)	3	5	3	2															
	52126	Accounting II	會計學(二)	3	5			3	2													
	55125	Economics I	經濟學(一)	3	4	3	1															
	55126	Economics II	經濟學(二)	3	4			3	1													
	35107	Statistics I	統計學(一)	3	4					3	1											
	35108	Statistics II	統計學(二)	3	4							3	1									
	M1102	Calculus	微積分	3	4	3	1															
	M1401	Senior Project	專題研究	2	2												2					
	<b>Subtotal</b>			<b>26</b>	<b>33</b>																	
Professional	57207	International Finance	國際金融	3	3					3												

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	Course			Credits	Hours	1 <sup>st</sup> year				2 <sup>nd</sup> year				3 <sup>rd</sup> year				4 <sup>th</sup> year				Note
						Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
						class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	
<b>Required Courses</b>	57206	International Trade Theory and Policy	國貿理論與政策	3	3						3											
	57303	Marketing Management	行銷管理	3	3					3												
	57304	International Marketing	國際行銷	3	3						3											
	57323	International Trade Information systems	國際貿易資訊系統	3	3									3								Computerized Course
	57321	International Trade Practices I	國際貿易實務(一)	3	4									3	1							
	57322	International Trade Practices II	國際貿易實務(二)	3	4										3	1						
	57309	Financial Management	財務管理	3	3									3								
	57311	International Financial Management	國際財務管理	3	3											3						
	57310	English Business Letters for International Trade	國際貿易英文書信	3	3									3								
	57403	International Business Management	國際企業管理	3	3											3						
57409	International Business Strategy	國際企業經營策略	3	3													3					
<b>Professional Elective Courses</b>	57131	Introduction to Global Economy and Trade	全球經貿概論	3	3			3														
	57232	Microeconomics	個體經濟學	3	3					3												
	57332	Global Industry Analysis	全球產業分析	3	3					3												
	57234	Managerial Economics	管理經濟學	3	3							3										
	57348	Organizational Behavior	組織行為	3	3									3								
	57339	Service Operations Management	服務業經營管理	3	3							3										
	57437	Competitive Strategy	競爭策略	3	3									3								
	57450	International Business	國際企業個案研討	3	3													3				

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					Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring		
					class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	
	Management Cases Study																				
57451	International Human Resource Management	國際人力資源管理	3	3														3			
57458	International Mergers and Acquisitions	國際購併	3	3														3			
57472	Performance Assessment Management	績效評核管理	3	3												3					
57336	Consumer Behavior	消費者行為	3	3									3								
57353	Customer Relationship Management	顧客關係管理	3	3								3									
57438	Service Marketing	服務業行銷	3	3														3			
57360	Electronic Commerce and Internet Marketing	電子網路行銷	3	3								3									
57359	Practice in Cross-Border Electronic Commerce	跨境電商實務	3	3									3								
57473	Business Research Methods	企業研究方法	3	3								3									
57343	Research Methods	研究方法	3	3								3									
57355	Questionnaire Design and Marketing Research	問卷設計與市場調查	3	3									3								
57361	Innovation and Product Management	創新與產品管理	3	3								3									
57433	Promotional Strategies	推廣策略	3	3														3			
57434	Logistic Management	物流管理	3	3														3			
57238	Money and Banking	貨幣銀行學	3	3				3													
57233	Macroeconomics	總體經濟學	3	3						3											
57333	Investment Management	投資管理	3	3								3									
57349	Business Operation	企業經營診斷	3	3														3			

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					class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	
	Diagnosis																				
57347	International Financial Markets and Exchange	國際金融市場與匯兌	3	3									3								
57335	International Investment Decisions	國際投資決策	3	3										3							
57341	Financial Analysis and Decisions	財務分析與決策	3	3														3			
57452	Futures and Options	期貨與選擇權	3	3												3					
57133	Etiquette	國際禮儀	3	3	3																Service Learning Course
57246	Game Theory and Experiments	賽局理論與實驗	3	3					3												
57251	Selected Readings in English for International Trade (E)	貿易英文選讀(英)	3	3							3										In English
57235	Trade Policy Analysis	貿易政策分析	3	3							3										
57337	Customs Operations Practices	關稅實務	3	3									3								
57351	Risk Management in Trade	貿易風險管理	3	3															3		
57352	The Law and Practice of International Trade and Economic Institutions	經貿組織與法規	3	3							3										
57454	Case Studies on Trade	貿易專案研究	3	3												3					
57465	International Business Negotiation	國際商務談判	3	3															3		
57460	International Business Communication	國際商務溝通	3	3															3		
57340	English Business Letters for International Trade	外貿函電	3	3									3								
57445	Japanese for International Trade	貿易日文	4	4												2		2			
57468	Business Practicum	企業實習	3	3												3					

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			class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab		
99982	Advanced Internship	企業進階實習	3	3														3		
99983	Seminar on Industry Practice	職場實務專題	3	3														3		
57463	International Business Secretary Practice	國際商務秘書實務	3	3												3				
57464	International Exhibition and Business Practice	國際商展與企業經營實務	3	3														3		
57470	International exhibition and international trade secretary practice	國際商展與外貿秘書實務	3	3														3		
57453	Perspectives on Economic and Trade Issues in Mainland China	大陸經貿問題研討	3	3					3											
57466	Business English Vocabulary and Reading	商用英文字彙與閱讀	3	3												3				
57252	French I	法文(1)	3	3					3											
57253	French II	法文(2)	3	3						3										
41122	Introduction to Civil Code	民法概要	2	2	2															
41295	Commercial Law	商事法	2	2			2													
00531	Japanese I	日文一(上)	2	3	2	1														
00532	Japanese II	日文一(下)	2	3			2	1												
00533	Japanese III	日文二(上)	2	3					2	1										
00534	Japanese IV	日文二(下)	2	3							2	1								
00535	Japanese V	日文三(上)	2	3									2	1						
00536	Japanese VI	日文三(下)	2	3										2	1					
<b>Professional Elective Courses</b>   <b>Departments Except</b>	00241	All-out Defense Education Military Training A	0	2	2															
	00242	All-out Defense Education Military Training B	0	2			2													

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					class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	class	lab	
<b>International Business</b>	00243	All-out Defense Education Military Training C	0	2					2												
	00244	All-out Defense Education Military Training D	0	2							2										
	00134	Nursing Education I	0	2	2																
	00135	Nursing Education II	0	2			2														
<b>Subtotal University Required Course Credits</b>			28	54																	
<b>Subtotal School Required Course Credits</b>			26	33																	
<b>Subtotal Professional Required Course Credits</b>			36	39																	
<b>Professional Elective Course Credits</b>			38																		
<b>Total</b>			128																		

Notes:

- In accordance with the General Provisions for Study, undergraduate students need to satisfactorily complete Service Learning, meet the university-wide basic competencies of English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation.
- Students who entered in and since the 2008-09 academic year need to complete at least 12 General Education course credits. General Education courses are divided into three areas: Humanities, Social Science, and Natural Science. Each area is divided into two subcategories: core and extended. Students need to take 1 two-credit course in both of the subcategories within each area to be eligible for graduation.
- Only 12 course credits will be counted toward graduation. Additional course credits earned in General Education courses are not counted toward graduation.
- To encourage students to take professional courses taught in English, the Department offers Marketing Management (English) and Global Marketing (English) which are three-credit, one-semester courses. In addition, with the chairperson's approval, students may choose to take the same required courses offered by International Business and Trade Degree Program of International College.
- Students are required to complete 128 credit hours prior to graduation, which include 90 credits of required courses (Including 12 credits of General Education) and 38 credits of elective courses (up to 20 credits can be taken from outside of the Department of International Business, but students are encouraged to take courses from the chosen module or credit programs offered by the University.)
- The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits.

7. Credits from the Education Program will not be counted towards the required credit hours for completion of the degree in International Business.
8. Students are required to take courses in Introduction to Business(M1101), Calculus(M1102), English Business Letters for International Trade(57310), and International Trade Information Systems(57323), all of which are one-semester required courses. Students in classes A, B, C and D can take those courses in either the first or the second semester. (Every semester, for each course two classes will be offered.)
9. Undergraduate students need to satisfactorily complete one of three focused course programs. Within the international business major, there are three programs that a student can pursue: “International Trade and Internet Finance” program, “International Trade, Product Innovation and Marketing” program and the “International Business and Trade Management” program.
10. The two-credit *Business Ethics*, listed in *General Education*, is the core course for SOM undergraduate students, who should obtain the credits in 3rd or 4th year for graduation.
11. According to the students needs, our department will add these two courses “International Finance (57207)”, “International Trade Theory and Policy (57206)” each semester or in summer. These two courses are not simultaneously remote teaching courses and each course is 3 credits.
12. According to the students needs, our department will add the course “Calculus (M1102)” each semester or in summer. The course is 3 credits and not simultaneously remote teaching course.
13. SOM’s undergraduate students are required to participate in at least 8 hours of community-based service learning activities.
14. The newly added elective courses in this academic year can be applied retroactively to students who entered from 2020 academic year.