

Ming Chuan University Department of International Business Course Outline for all students entering in 111AY

Course				Credits	Hours	1 st year				2 nd year				3 rd year				4 th year				Notes
						1		2		1		2		1		2		1		2		
						clas s	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	
Universit y Required Courses	001 23	Chinese Literature: Appreciation and Creative Writing I	中國文學鑑賞與創	2	2	2															Note1	
	001 24	Chinese Literature: Appreciation and Creative Writing II	中國文學鑑賞與創	2	2			2														
	0110 8	Practical English I	應用英文(一)	0	2	1	1															
	0110 9	Practical English II	應用英文(二)	0	2			1	1													
	012 08	Practical English III	應用英文(三)	0	2				1	1												
	012 09	Practical English IV	應用英文(四)	0	2					1	1											
	013 06	English for Business Communication I	商務溝通英文(一)	2	3								2	1								
	013 07	English for Business Communication II	商務溝通英文(二)	2	3									2	1							
	014 06	Practical English for Professionals I	職場應用英文(一)	2	3											2	1					
	014 07	Practical English for Professionals II	職場應用英文(二)	2	3													2	1			
	0091 1	Introduction of Artificial Intelligence	人工智慧概論	2	3	2	1															
	132 85	Programming Design	程式設計	2	3			2	1													
		General Education course	通識教育	12	12																	
	Physical Education	體育(壹~陸)	0	12	2		2		2		2		2		2						Note1	
Total				28	54																	
School Required Courses	M11 01	Introduction to Bu	企業概論	3	3			3														
	521 25	Accounting I	會計學(一)	3	5	3	2															
	521 26	Accounting II	會計學(二)	3	5			3	2													
	551 25	Economics I	經濟學(一)	3	4	3	1															
	551 26	Economics II	經濟學(二)	3	4			3	1													
	351 07	Statistics I	統計學(一)	3	5					3	2											
	351 08	Statistics II	統計學(二)	3	5						3	2										
	M11 02	Calculus	微積分	3	4	3	1															
	M14 01	Senior Project	專題研究	2	2												2					
	Total				26	33																

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						clas s	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	
Professional Required Courses	57207	International Finance	國際金融	3	3					3												
	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								Computer ized 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							
Professional Elective Courses	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 Management Cases Study	國際企業個案研討	3	3											3						
574	International	國際人力資源管	3	3																3		

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					1		2		1		2		1		2		1		2		
					clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	
51	Human Resource Management	理																			
574 58	International Mergers and Acquisitions	國際購併	3	3															3		
574 72	Performance Assessment Management	績效評核管理	3	3													3				
574 74	Human Resource Training and Development	人力資源訓練與發展	3	3													3				
574 75	International Talent Training and Development	國際人才訓練與發展	3	3													3				
574 76	SDG Performance Management	永續發展目標績效管理實務	3	3													3				
573 36	Consumer Behavior	消費者行為	3	3												3					
573 53	Customer Relationship Management	顧客關係管理	3	3									3								
574 38	Service Marketing	服務業行銷	3	3															3		
573 60	Electronic Commerce and Internet Marketing	電子網路行銷	3	3									3								
573 59	Practice in Cross-Border Electronic Commerce	跨境電商實務	3	3												3					
574 73	Business Research Methods	企業研究方法	3	3									3								
573 55	Questionnaire Design and Marketing Research	問卷設計與市場調查	3	3												3					
573 61	Innovation and Product Management	創新與產品管理	3	3									3								
573 62	Online Brand Management Practice	電子品牌經營實務	3	3												3					
574 33	Promotional Strategies	推廣策略	3	3															3		
574 34	Logistic Management	物流管理	3	3															3		
572 38	Money and Banking	貨幣銀行學	3	3				3													
572 33	Macroeconomics	總體經濟學	3	3						3											
573 33	Investment Management	投資管理	3	3									3								

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					1		2		1		2		1		2		1		2		
					clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	
57349	Business Operation Diagnosis	企業經營診斷	3	3														3			
57347	International Financial Markets and Exchange	國際金融市場與匯兌	3	3									3								
57358	The Internet Finance	互聯網金融	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																
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									
57462	Business Practicum	企業實習	3	3											3						

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					1		2		1		2		1		2		1		2		
					clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	lab	clas s	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		
57471	Entrepreneurship and Innovation Management	創業與創新管理	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				
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					
Professional Elective Courses Or Departments Except International Business	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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					1		2		1		2		1		2		1		2			
					clas s	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b	cla ss	la b		
002 43	All-out Defense Education Military Training C	全民國防教育 軍事訓練(三)	0	2					2													
002 44	All-out Defense Education Military Training D	全民國防教育 軍事訓練(四)	0	2							2											
001 34	Nursing Education I	護理(一上)	0	2	2																	
001 35	Nursing Education II	護理(一下)	0	2			2															
Subtotal University Required Course Credits			28	54																		
Subtotal School Required Course Credits			26	33																		
Subtotal Professional Required Course Credits			36	39																		
Professional Elective Course Credits			38																			
Total			128																			

Notes:

1. 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.
2. 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.
3. Only 12 course credits will be counted toward graduation. Additional course credits earned in General Education courses are not counted toward graduation.
4. 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.
5. 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.)
6. 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

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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 and Sustainability*, 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. Graduating students and students in the extended study period who did not pass required courses of Physical Education can waive a maximum of two (2) required Physical Education courses by passing Comprehensive Physical Education I, Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2020-21 academic year.
15. If International students, overseas students or students from Hong Kong and Macao are not good at Chinese, they can take the courses of Basic Chinese I & II through International College instead of taking Chinese Literature: Appreciation and Creative Writing I & II. This regulation can be applied to students who entered the university prior to the 2021-22 academic year.
16. The newly added elective courses in this academic year can be applied retroactively to students who entered from 2022 academic year.