

Shih Chien University English Taught Program in International Business (Undergraduate-Day school)  
List of Required and Elective Courses Academic Year 2019Sept.~

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Course Type/Semester		1st Academic Year	2nd Academic Year	3rd Academic Year	4th Academic Year
General Required	1st	College English (1) [2] Physical Education (I) [00] Chinese (1) [2] * Military Technology [00] * Character and Rule of Law Education [2]	College English (3) [2] Physical Education (III) [00] * The Art of Life [1]	* English (□) [2] * Historical Thinking and Civilizations [2]	* Graduation Threshold of English/Foreign Language Competence [00]
	2nd	College English (2) [2] Physical Education (II) [00] Chinese (2) [2] * Military Defense [00]	College English (4) [2] Physical Education (IV) [00] * Application of Programming [2] * Family Science [1]	* English (□) [2]	
College Required	1st	Design Thinking [2] Introduction of Business [3] Accounting (1) [3] Economics (1) [3] Business Mathematics (1) [2]	Statistics (1) [2]		
	2nd	Accounting (2) [3] Economics (2) [3]	Statistics (2) [2] Commercial Law [2]		
Dept. Required	1st	Principle of Management [3]	International Marketing Management [3] Managerial Economics [3] International Business Management [3]	Innovation Management [3] Managerial Accounting [3]	Internship / Project (1) [3]
	2nd	Principles of Marketing [3] Application of Information Technology [2]	International Organizational Behavior [3] International Human Resources Management [3] Financial Management [3]	Business Ethics [2] International Business Strategy [3]	
Dept. Elective	1st	International Practicum (1) [2] Intercultural Communication [2] Media and Society [2]	Commercial Business Practice [2] Immersion Practice (1) [2] Social Innovation [2] Business Intelligence [3] Essential Innovation [2] Financial Statements Analysis [2]	Digital Media Design [2] Digital Fabrication [2] Global Supply Chain Management [3] International Economics [3] Marketing Research [2] International Fashion Marketing [2] Independent Studies (1) [2] International Business Law [2] Second Foreign Languages (1) [2]	Area Studies: Cross-Strait Studies(I) [2] Economy, Finance and Banking in Greater China [2] Foreign Exchange Market Operations [2] Case Studies on Multinational Corporations [2] Organization Strategy [2] Internship / Project (2) [3] Internship / Project (3) [3] Financial Accounting [3] Senior Seminar in Business [3]
	2nd	International Practicum (2) [2] Calculus [3] Professional Presentation [2]	Macro Economics for Business Decision [3] Public Speaking [2] Media Management [2] Business Case Studies [3]	Independent Studies (2) [2] Design Culture Trend Research [2] English Seminar (I) : Logic and Design [2] Operation Strategy & Management [2] Independent Studies [2] Brand Management [2] Entrepreneurship & Leadership [3] Digital Marketing & Communication [3] Second Foreign Languages (2) [2]	Cross Cultural Communications and Management [2] Project Management [2] Business Communication and Negotiation [2] Internship / Project (4) [3] Internship / Project (5) [3] Internship / Project (6) [3] Service Management [2]

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Notes:

Required for graduation : 128 credits(General Required : 4,Required : 89 · Elective : 35)