Course List for Bachelor of Business Administration (BBA) - 4 Years, General Special Class for Foreign Students in the Department of International Business, Hsing Wu University (Applicable to Students Admitted in Spring, 2024)

Category		AY 1(113)					AY 2(114)					AY 3(115)					AY 4(116)					Grand Total
		Course Title	Fall		Spring		Course Title	Fall		Spring		Course Title	Fall		Spring		Course Title	Fall		Spring		
			Credit	Hour	Credit	Hour		Credit	Hour	Credit	Hour		Credit	Hour	Credit	Hour		Credit	Hour	Credit	Hour	
Requirement	Liberal Arts and Science Education	CHINESE LISTENING(1)	2	2			TOCFL-LISTENING COMPREHENSION(1)	2	2			CHINESE LANGUAGE ADVANCED COURSE(1)	2	2								
		CHINESE LISTENING(2)			2	2	TOCFL-LISTENING COMPREHENSION(2)			2	2	CHINESE LANGUAGE ADVANCED COURSE(2)			2	2						
		CHINESE ORAL SPEAKING(1)	2	2			TOCFL-READING COMPREHENSION (1)	2	2													
		CHINESE ORAL SPEAKING(2)			2	2	TOCFL-READING COMPREHENSION (2)			2	2											
		CHINESE READING(1)	2	2																		
		CHINESE READING(2)			2	2																
		CHINESE WRITING(1)	2	2																		
		CHINESE WRITING(2)			2	2																
	Physical Education						PHYSICAL EDUCATION (1)	2	2			PHYSICAL EDUCATION (3)	2	2								
							PHYSICAL EDUCATION (2)			2	2	PHYSICAL EDUCATION (4)			2	2						
		Subtotal	8	8	8	8	Subtotal	6	6	6	6	Subtotal	4	4	4	4	Subtotal	0	0	0	0	36
	Core Course (Compulsory)	MANAGEMENT	2	2			INTERNATIONAL MARKETING	3	3			COMMERCIAL ENGLISH LISTENING AND ORAL PRACTICE			2	2						
		ECONOMICS			2	2	PRACTICAL OF INTERNATIONAL TRADE			3	3	INTENSIVE TRAINING AND SIMULATION FOR INTERNATIONAL TRADE◎	3	3								
		INFORMATION APPLICATIONS◎	2	2			E-COMMERCE MARKETING ENGLISH	2	2													
		MARKETING			2	2	BUSINESS ENGLISH WRITING PRACTICE			3	3											
		INTRODUCTION OF E-COMMERCE◎	2	2			PRINCIPLE AND POLICY OF INTERNATIONAL TRADE	2	2													
		STATISTICS			2	2	INTERNATIONAL FINANCES AND CURRENCY EXCHANGE	2	2													
		Subtotal	6	6	6	6	Subtotal	9	9	6	6	Subtotal	3	3	2	2	Subtotal	0	0	0	0	32
	Liberal Subjects																					
		Subtotal	0	0	0	0	Subtotal	0	0	0	0	Subtotal	0	0	0	0	Subtotal	0	0	0	0	0
Elective	Core Course (Elective)	ORAL EXPRESSION AND COMMUNICATION(1)	2	2			INTERNATIONAL BUSINESS MANAGEMENT	2	2			FINANCIAL MANAGEMENT	2	2			ENGLISH READING FOR INTERNATIONAL BUSINESS◎	2	2			
		ORAL EXPRESSION AND COMMUNICATION(2)			2	2	ADVERTISING PRACTICE	2	2			PERSONAL INVESTMENT FINANCE			2	2	ENGLISH CONVERSATION FOR INTERNATIONAL BUSINESS◎			2	2	
		BUSINESS MANNERS	2	2			BUSINESS SECRETARY PRACTICE			2	2	INTERNATIONAL CONVENTION & EXHIBITION PRACTICE	2	2			INTERNATIONAL BUSINESS STATUS	2	2			
		INTRODUCTION TO THE EXHIBITION			2	2	ORGANIZATIONS AND LAWS ON INTERNATIONAL ECONOMY AND TRADE			2	2	INTERNATIONAL CONVENTION & EXHIBITION OPERATION			2	2	CASE STUDY OF SUCCESSFUL BUSINESS	2	2			
		SELF-MEDIA MARKETING IN PRACTICE	2	2			INTERNET CELEBRITY PLANNING AND MARKETING			2	2	BUSINESS COMMUNICATIONS AND SKILLS◎	2	2			EMPLOYMENT PREPARATION			2	2	
		ELEMENTARY KOREAN			2	2	BUSINESS ENVIRONMENT OF SOUTHEAST ASIAN			2	2	WEBCAST MARKETING PRACTICE			2	2	MARKETING RESEARCH AND DATA ANALYSIS◎	2	2			
		E-COMMERCE PLATFORM IN PRACTICE◎			2	2	COMMUNITY MANAGEMENT			2	2	MARKETING PLANNING PRACTICE			3	3	ADVANCED BUSINESS ENGLISH CONVERSATION			2	2	
		JAPANESE (1)	2	2			PRESENTATION SKILLS & PRACTICE	2	2			INTERNATIONAL ECONOMICS	3	3			MAKING SUBJECT(1)	3	3			
		JAPANESE (2)			2	2	BUSINESS PROPOSAL IN PRACTICE			2	2	THEORY OF TRADE LAW			3	3	MAKING SUBJECT(2)			3	3	
		SMART COMMERCE INTRODUCTION			3	3	WEB PAGE DESIGN	2	2			LOGISTICS AND SUPPLY CHAIN MANAGEMENT			3	3	CAREER ETHICS	2	2			
							APPLICATION OF COMMERCIAL PHOTOGRAPHY AND PRINT MEDIA APPLICATIONS◎	2	2			CONSUMER BEHAVIOR	2	2			TREND OF INDUSTRY			2	2	
							COMMUNITY EDITOR PRACTICE			2	2	MANAGEMENT OF CUSTOMER RELATIONSHIP			2	2	SMART RETAIL IMPLEMENTATION	3	3			
							BUSINESS AUDIO-VISUAL PRODUCTION◎			2	2	BRAND MARKETING	2	2			SPECIAL TOPIC ON SERVICE DATA DECISION ANALYSIS	3	3			
							THE GENERAL OF INNOVATION, CREATION AND ENTREPRENEURSHIP	2	2			E-MARKETING			2	2	MOBILE APP DEVELOPMENT PRACTICES			3	3	
							ACCOUNTING	2	2			INTRODUCTION OF FINANCIAL STATEMENTS	2	2								
							SMART TECHNOLOGY			3	3	BIG DATA ANALYSIS			2	2						
		Subtotal	8	8	13	13	Subtotal	14	14	19	19	Subtotal	15	15	21	21	Subtotal	19	19	14	14	123
		Total	22	22	27	27	Total	29	29	31	31	Total	22	22	27	27	Total	19	19	14	14	

Remarks

1. This curriculum summary was formulated based on the University Law and the Academic Regulations of Hsing Wu University and it was reviewed and passed by the School Curriculum Committee on March 5, 2024.
2. This department's curriculum design is a four-year program. Students in this department must pass 128 credits in total in order to meet the graduation requirements, including the completion of 36 credits of required courses on General Education, and completion of 32 credits of required professional and 60 credits of electives courses
3. According to the required subjects listed in this summary, students must take an academic semester or yearly courses arranged by the school authorities. Assessing the circumstances, the department will "alternatively offer" courses for students to study.
4. The credits are taken by students who have completed the professional elective subjects but studied the same courses will be invalidated to avoid double counting.
5. Students can only obtain the graduation threshold before the end of the semester before graduation with a grade of B1 (inclusive). If they fail to reach the threshold, they need to participate in the Chinese language remedial or tutoring courses of the Chinese Language Center as a remedial measure.

系主任

院長

(簽章)

年 月 日