

Course List for Bachelor of Business Administration (BBA) - 4 Years, Department of International Business, College of Business, Hsing Wu University (Applicable to Students Admitted in Fall, 2025)

Category		AY 1(114)				AY 2(115)				AY 3(116)				AY 4(117)				Grand Total									
		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					
Require ment	Liberal Arts and Science Education	GENERAL EDUCATION FOR WORKPLACE(EVERYDAY ENGLISH)		2	2			LIBERAL ARTS(Choose one)		2	2	2	2	GENERAL EDUCATION FOR WORKPLACE(Choose one)		2	2										
		CHINESE READING AND EXPRESSION		2	2			CULTURAL LITERACY AND CITIZENSHIP(Choose one)		2	2	2	2														
		GENERAL EDUCATION FOR WORKPLACE(Aesthetic Intelligence Applications)					2	2	GENERAL MICRO-CREDIT COURSE(1)				1	1													
		GENERAL EDUCATION FOR WORKPLACE(TECHNOLOGY INNOVATION AND LIFE)		2	2			GENERAL MICRO-CREDIT COURSE(2)				1	1														
		CULTURAL LITERACY AND CITIZENSHIP(CAREER DEVELOPMENT)		1	1																						
	Physical Education	CULTURAL LITERACY AND CITIZENSHIP(TRANSNATIONAL PRIMARY LEARNING)				1	1																				
		PHYSICAL EDUCATION (1)		2	2			PHYSICAL EDUCATION (3)		2	2																
		PHYSICAL EDUCATION (2)					2	2																			
	Subtotal		9	9	5	5	Subtotal		6	6	6	6	Subtotal		2	2	0	0	Subtotal		0	0	0	0	28		
	Core Course (Compulsory)	GENERAL EDUCATION FOR WORKPLACE ENGLISH-International Business				2	2	INTERNATIONAL MARKETING		3	3			COMMERCIAL ENGLISH LISTENING AND ORAL PRACTICE				2	2								
Lohas Management		2	2			PRACTICAL OF INTERNATIONAL TRADE				3	3	INTENSIVE TRAINING AND SIMULATION FOR INTERNATIONAL TRADE		3	3												
Economics and Choice					2	2	E-COMMERCE MARKETING ENGLISH		2	2																	
Smart Information Application©		2	2			BUSINESS ENGLISH WRITING PRACTICE				3	3																
Precise Marketing					2	2	PRINCIPLE AND POLICY OF INTERNATIONAL TRADE		2	2																	
Practical e-Commerce©		2	2			INTERNATIONAL FINANCES AND CURRENCY EXCHANGE		2	2																		
Statistics and Life					2	2																					
Subtotal		6	6	8	8	Subtotal		9	9	6	6	Subtotal		3	3	2	2	Subtotal		0	0	0	0	34			
Liberal Subjects	NATIONAL DEFENSE OF THE WHOLE PEOPLE		0	2			DEFENSE POLICY		0	2			DEFENSE TECHNOLOGY		0	2			SELF-ACCESS LEARNING OF LIBERAL STUDIES (2)		2	2					
	INTERNATIONAL SITUATION					0	2	DEFENSE MOBILIZATION					0	2	ADVANCED COURSE FOR ENGLISH PROFICIENCY GRADING					0	2						
	INDONESIAN FOR BEGINNERS		2	2			THE INTRODUCTORY COURSE FOR THE PREPARATION OF ENGLISH PROFICIENCY TESTS		0	2			SELF-ACCESS LEARNING OF LIBERAL STUDIES (1)		2	2											
	EVERYDAY VIETNAMESE					2	2	EVERYDAY JAPANESE		2	2																
							EVERYDAY KOREAN					2	2														
	Subtotal		2	4	2	4	Subtotal		2	6	2	4	Subtotal		2	4	0	2	Subtotal		2	2	0	0			
	Cross-border e-commerce module	BUSINESS MANNERS		2	2			INTERNATIONAL BUSINESS MANAGEMENT		2	2			FINANCIAL MANAGEMENT		2	2			ENGLISH READING FOR INTERNATIONAL BUSINESS©		2	2				
		INTRODUCTION TO THE EXHIBITION					2	2	ADVERTISING PRACTICE		2	2			PERSONAL INVESTMENT FINANCE					2	2	ENGLISH CONVERSATION FOR INTERNATIONAL BUSINESS©				2	2
		SELF-MEDIA MARKETING IN PRACTICE		2	2			BUSINESS SECRETARY PRACTICE					2	2	INTERNATIONAL CONVENTION & EXHIBITION PRACTICE		2	2			INTERNATIONAL BUSINESS STATUS		2	2			
		ELEMENTARY KOREAN					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	
PRACTICE OF E-COMMERCE					2	2	INTERNET CELEBRITY PLANNING AND MARKETING		2	2			BUSINESS COMMUNICATIONS AND SKILLS©		2	2			EMPLOYMENT PREPARATION				2	2			
						BUSINESS ENVIRONMENT OF SOUTHEAST ASIAN		2	2			WEBCAST MARKETING PRACTICE					2	2	MARKETING RESEARCH AND DATA ANALYSIS©		2	2					
												MARKETING PLANNING PRACTICE					3	3	ADVANCED BUSINESS ENGLISH CONVERSATION				2	2			
												INTERNATIONAL ECONOMICS		3	3			BUSINESS VIETNAMESE(1)		2	2						
												THEORY OF TRADE LAWS					3	3	BUSINESS VIETNAMESE(2)				2	2			
												LOGISTICS AND SUPPLY CHAIN MANAGEMENT					3	3	BUSINESS INDONESIAN(1)		2	2					
																			BUSINESS INDONESIAN(2)				2	2			
Core Course(Elective)	SELF-ACCESS LEARNING OF PROFESSIONAL STUDIES (1)		2	2			SELF-ACCESS LEARNING OF PROFESSIONAL STUDIES (2)		2	2			SUMMER INTERNSHIP(2)		3	3			SUMMER INTERNSHIP(3)		3	3					
	PROFESSIONAL MICRO-CREDIT COURSE(1)					1	1	SUMMER INTERNSHIP(1)		3	3			CORPORATE INTERNSHIP(3)		3	3			OFF CAMPUS PRACTICAL TRAINING(1)		9	9				
	PROFESSIONAL MICRO-CREDIT COURSE(2)					1	1	CORPORATE INTERNSHIP(1)		3	3			CORPORATE INTERNSHIP(4)					3	3	OFF CAMPUS PRACTICAL TRAINING(2)				9	9	
	JAPANESE(1)		2	2			CORPORATE INTERNSHIP(2)					3	3	CONSUMER BEHAVIOR		2	2			MAKING SUBJECT(1)		3	3				
	JAPANESE(2)					2	2	WORKPLACE INTERNSHIPS(1)		1	2			MANAGEMENT OF CUSTOMER RELATIONSHIP					2	2	MAKING SUBJECT(2)				3	3	
	SMART BUSINESS GUIDE					3	3	WORKPLACE INTERNSHIPS(2)					1	2	BRAND MARKETING		2	2			CAREER ETHICS		2	2			
							PROFESSIONAL MICRO-CREDIT COURSE(3)					1	1	E-MARKETING					2	2	TREND OF INDUSTRY				2	2	
							PROFESSIONAL MICRO-CREDIT COURSE(4)					1	1	INTRODUCTION OF FINANCIAL STATEMENTS		2	2			CORPORATE INTERNSHIP(5)		3	3				
							COMMUNITY MANAGEMENT					2	2	BIG DATA ANALYSIS					2	2	CORPORATE INTERNSHIP(6)				3	3	
							PRESENTATION SKILLS & PRACTICE		2	2										SMART RETAIL IMPLEMENTATION		3	3				
Common Elective							BUSINESS PROPOSAL IN PRACTICE					2	2							SPECIAL TOPIC ON SERVICE DATA DECISION ANALYSIS		3	3				
							WEB PAGE DESIGN		2	2									MOBILE APP DEVELOPMENT PRACTICES				3	3			
							APPLICATION OF COMMERCIAL PHOTOGRAPHY AND PRINT MEDIA APPLICATIONS		2	2																	
							COMMUNITY EDITOR PRACTICE					2	2														
							BUSINESS AUDIO-VISUAL PRODUCTION©					2	2														
							THE GENERAL OF INNOVATION, CREATION AND ENTREPRENEURSHIP		2	2																	
							ACCOUNTING		2	2																	
							SMART TECHNOLOGY					3	3														
	Subtotal, Elective		8	8	13	13	Subtotal, Elective		23	24	25	26	Subtotal, Elective		21	21	24	24	Subtotal, Elective		38	38	30	30	182		
	Total		25	27	28	30	Total		40	45	39	42	Total		28	30	26	28	Total		40	40	30	30			
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, 2025. 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 28 credits of required courses on General Education, and the completion of 34 credits of required and 66 credits(including 4 credits of professional microcredit) of elective professional 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. In addition to taking the required courses for the major, the module certificate of this department also requires elective courses of more than 40 credits in the same module. 5. General Education: students must complete "Vocational General Education" courses, "Liberal Arts Education" courses, "Modern Civic Literacy" courses, and "Health Management" courses. Please refer to the curriculum summary made by the General Education Center for details of category classification. 6. 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. 7. Students must acquire professional certificates according to the policies made by the department. 8. Internship Guidelines: during the study period, internship courses taken by students each semester must not exceed 9 credits. And the total internship credits must not exceed 18 credits. 9. As to the four-year courses in this curriculum summary, senior class students must take "Workplace Ethics" for the 1st semester and "Business Trends" for the 2nd semester except for those students who choose to														系主任		(簽章)										
														院長													
																年 月 日											