

Chang Jung Christian University Department of Business Administration Curriculum List

(Curriculum Guides,2021 Academic Year)

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obligatory / elective course	No.	course name(ch)	course name	grade	semester	credit	hours/week		Remark
							instruction	parctice	
common course-obligatory	PE00217	體育 I	Physical Education I	1	1	0	2	0	
	PE00218	體育 II	Physical Education II	1	2	0	2	0	
	PE00219	體育 III	Physical Education III	2	1	0	2	0	
	PE00220	體育 IV	Physical Education IV	2	2	0	2	0	
language course-obligatory	GE00561	國文	Chinese	1	1	2	2	0	
	LE00297	英文 I	Freshman English I	1	1	2	2	0	
	LE00298	英文 II	Freshman English II	1	2	2	2	0	
	LE00299	外語初級 I	Foreign Language (basic)I	2	1	2	2	0	
language course-elective	LE00300	外語初級 II	Foreign Language (basic)II	2	2	2	2	0	
	LE00301	外語中級 I		3	1	2	2	0	
general course-obligatory	LE00302	外語中級 II		3	2	2	2	0	
	GE00206	音樂欣賞	Music Appreciation	1	1	2	2	0	
	GE00562	長榮精神	University and Holistic Pastoral Education	1	2	2	2	0	
	GE00567	通識課程		0	1	8	2	0	
dep. course-obligatory	GE00656	體驗學習	Experience Learning	1	1	1	1	2	
	BA00513	資訊科技概論	Introduction to Information Technology	1	1	3	3	0	
	BA00569	會計學	Accounting	1	1	3	3	0	
	BA00480	經濟學 I	Economics I	1	1	3	3	0	
	BA00320	管理學	Management	1	2	3	3	0	
	BA00313	管理會計	Managerial Accounting	1	2	3	3	0	
	BA00085	行銷管理	Marketing Management	1	2	3	3	0	
	BA00481	經濟學 II	Economics II	1	2	3	3	0	
	BA00540	管理英文	Management English	2	1	1	2	0	
	BA00051	生產與作業管理	Production and Operations Management	2	1	3	3	0	
	BA00539	人力資源管理	Human Resource Management	2	1	2	2	0	
	BA00538	應用統計	Applied Statistics	2	2	3	3	0	
	BA00318	管理資訊系統	Management Information Systems	2	2	3	3	0	
	BA00554	企業領導	Enterprise Leadership	2	2	2	2	0	
	BA00184	財務管理	Financial Management	3	1	3	3	0	
BA00541	組織行為	Organization Behavior	3	1	2	2	0		
BA00555	畢業專題 I	Graduation Project (I)	3	2	1	1	0		

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dep. course-obligatory	BA00565	口語溝通與表達	Oral Communication and Presentation	3	2	2	2	0	
	BA00413	策略管理	Strategic Management	4	1	3	3	0	
	BA00512	企業倫理	Business Ethics	4	1	2	2	0	
	BA00556	畢業專題II	Graduation Project (II)	4	1	2	2	0	
dep. course-elective	BA00574	電子商務實作	Electronic Commerce Project	0	1	1	1	0	
	BA00575	財務管理實作	Financial Management Project	0	1	1	1	0	
	BA00576	電子化企業實作	Electronic Business Project	0	1	1	1	0	
	BA00577	企劃書寫作實作	Proposal Writing Project	0	1	1	1	0	
	BA00578	管理學院微學分	Micro Credit Points in College of Management	0	1	2	2	0	
	BA00319	管理數學	Managerial Mathematics	1	1	3	3	0	
	BA00515	企業概論	Introduction to Business	1	1	2	2	0	
	BA00488	商用英語會話I	Business English Conversation I	1	1	2	2	0	
	BA00509	創意思考	Creative Thinking	1	2	2	2	0	
	BA00619	大數據分析	Big Data Analysis	1	2	3	3	0	
	BA00489	商用英語會話II	Business English Conversation II	1	2	2	2	0	
	BA00563	管理心理學	Managerial Psychology	1	2	2	2	0	
	BA00572	生活外語	Practical Foreign Language	1	2	2	2	0	
	BA00178	消費者行為	Consumer Behavior	2	1	3	3	0	
	BA00026	中華民國憲法	Constitution of China	2	1	2	2	0	
	BA00504	知識與創新管理	Knowledge and Innovation management	2	1	3	3	0	
	BA00588	網路與社群行銷	Internet and Social Media Marketing	2	1	3	3	0	
	BA00591	通路管理	Channel Management	2	1	3	3	0	
	BA00104	定價專題	Seminar of pricing	2	1	3	3	0	
	BA00597	銷售管理	Sales Management	2	1	3	3	0	
	BA00613	金融大數據分析	Financial Big Data Analytics	2	1	3	3	0	
	BA00618	創業家講座	Lectures of Entrepreneurship	2	1	3	3	0	
	BA00066	企業資源規劃	Enterprise Resource Planning	2	1	3	3	0	
	BA00526	財務會計資訊與管理	Financial Accounting and Management Information	2	2	3	3	0	
	BA00197	商用英文	Business English	2	2	3	3	0	
	BA00130	科技管理	Technology Management	2	2	3	3	0	
	BA00436	企業流程管理	Business Process Management	2	2	3	3	0	
	BA00564	智慧財產權法	Copyright Laws	2	2	3	3	0	
	BA00119	金融市場	Financial Markets	2	2	3	3	0	
	BA00592	服務行銷	Services Marketing	2	2	3	3	0	

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dep. course-elective	BA00598	商品管理	Merchandise Management	2	2	3	3	0	
	BA00115	物流管理	Logistics Management	2	2	3	3	0	
	BA00305	零售管理	Retail Management	2	2	3	3	0	
	BA00620	資料視覺化	Data Visualization	2	2	3	3	0	
	BA00382	商業智慧	Business Intelligence	3	1	3	3	0	
	BA00603	行銷研究	Marketing Research	3	1	2	2	0	
	BA00529	民法	Civil Law	3	1	3	3	0	
	BA00103	供應鏈管理	Supply Chain Management	3	1	3	3	0	
	BA00501	商業英語寫作I	Business English Writing(I)	3	1	2	2	0	
	BA00580	管理會計II	Managerial Accounting II	3	1	3	3	0	
	BA00594	行銷企劃	Marketing Planning	3	1	3	3	0	
	BA00595	品牌管理	Brand Management	3	1	3	3	0	
	BA00182	財務報表分析	Financial Statement Analysis	3	1	3	3	0	
	BA00590	資料分析實務	Data Analysis and Practice	3	1	3	3	0	
	BA00123	品質管理	Quality Management	3	1	3	3	0	
	BA00607	校外實習I	Internship I	3	1	3	0	3	
	BA00608	校外實習II	Internship II	3	1	3	0	3	
	BA00609	校外實習III	Internship III	3	1	3	0	3	
	BA00614	商業大數據實作專題	Business Big Data Practice	3	1	3	3	0	
	BA00616	經營管理講座I	Operational Management Seminar I	3	1	2	2	0	
	BA00621	資料庫管理與應用	Database Management and Applications	3	1	3	3	0	
	BA00095	投資學	Investment	3	2	3	3	0	
	BA00531	商事法	Commercial	3	2	2	2	0	
	BA00227	專案管理	Project Management	3	2	3	3	0	
	BA00036	市場調查	Market Survey	3	2	2	2	0	
	BA00502	商業英語寫作II	Business English Writing(II)	3	2	2	2	0	
	BA00243	統計軟體專題	Special Topic: Statistic Software Practice	3	2	3	3	0	
	BA00530	公司理財	Corporate finance	3	2	3	3	0	
	BA00596	商店規劃與設計	Store Layout and Design	3	2	3	3	0	
	BA00358	顧客關係管理	Customer Relationship Management	3	2	3	3	0	
	BA00270	策略行銷	Strategic Marketing	3	2	3	3	0	
	BA00584	智慧零售	Intelligent Retailing	3	2	3	3	0	
	BA00605	整合行銷溝通	Integrated Marketing Communication	3	2	2	2	0	
	BA00435	電子化企業	Electronic Business	3	2	3	3	0	

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dep. course-elective	BA00617	經營管理講座 II	Operational Management Seminar II	3	2	2	2	0	
	BA00076	企業營運模擬	Business Operation Simulation Systems	4	1	3	3	0	
	BA00535	職場英文	English in workplaces	4	1	2	2	0	
	BA00214	國際人力資源管理	International Human Resource Management	4	1	3	3	0	
	BA00567	專業倫理實作專題	Seminars on Professional Ethics Practices	4	1	1	1	0	
	BA00054	企業分析與診斷	Enterprise Analysis and Diagnosis	4	1	3	3	0	
	BA00587	管理講座 I	Seminar in Management I	4	1	3	3	0	
	BA00069	企業管理個案專題	Management Case Study	4	1	3	3	0	
	BA00331	廣告學	Advertising and Promotion Management	4	2	3	3	0	
	BA00155	衍生性金融商品	Derivatives	4	2	3	3	0	
	BA00579	管理講座 II	Seminar in Management II	4	2	3	3	0	
	BA00355	證券分析與管理	Securities Analysis and Management	4	2	3	3	0	
	BA00213	國貿實務	International Trade Practice	4	2	3	3	0	
	BA00445	人力資源專題	Topics on Human Resource Management	4	2	3	3	0	
	BA00581	學士論文	Bachelor's thesis	4	2	2	2	0	
	BA00610	校外實習 IV	Internship IV	4	2	3	0	3	
	BA00611	校外實習 V	Internship V	4	2	3	0	3	
	BA00612	校外實習 VI	Internship VI	4	2	3	0	3	
	BA00615	金融創新	Financial Innovation	4	2	3	3	0	
obligatory 73 elective course 55 credit sum 128 The maximum elective credits from other departments that can be counted is 15									