

# Chang Jung Christian University Department of International Business Curriculum List

(Curriculum Guides, 2020 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-ob ligatory	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-ob ligatory	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	
	LE00300	外語初級 II	Foreign Language (basic)II	2	2	2	2	0	
general course-ob ligatory	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	
	GE00656	體驗學習	Experience Learning	1	2	1	1	2	
	IB00034	企業倫理	Business Ethics	3	2	2	2	0	
dep. course-ob ligatory	IB00399	會計學I	Accounting I	1	1	3	3	0	
	IB00401	經濟學I	Economics I	1	1	3	3	0	
	IB00124	商用英文	Business English	1	1	2	2	0	
	IB00229	管理學	Management	1	1	3	3	0	
	IB00400	會計學II	Accounting I I	1	2	3	3	0	
	IB00402	經濟學II	Economics I I	1	2	3	3	0	
	IB00144	國際企業管理	International Business Management	1	2	3	3	0	
	IB00533	資訊概論與應用	Essentials of Computers	1	2	2	2	0	
	IB00149	國際行銷管理	International Marketing Management	2	1	3	3	0	
	IB00506	統計學	Statistics	2	1	3	3	0	
	IB00373	英文簡報	English Presentation Skills	2	1	2	2	0	
	IB00156	國際財務管理	International Financial Management	2	2	3	3	0	
	IB00158	國際商業溝通	International Commercial Communication	2	2	2	2	0	
	IB00511	應用統計	Applied Statistics	2	2	2	2	0	
	IB00432	國際貿易理論與應用	International Trade Theory and Application	3	1	3	3	0	
	IB00374	國際商務寫作	International Business Writing	3	1	2	2	0	

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dep. course-obligatory	IB00567	國際企業經營策略	International Business Strategy	3	2	2	2	0	
	IB00577	企業國際化專題I	Special Topics in Internationalization of Small and Medium Enterprises I	3	2	1	1	0	
	IB00578	企業國際化專題II	Special Topics in Internationalization of Small and Medium Enterprises II	4	1	1	1	0	
dep. course-elective	IB00540	管理學院微學分	Micro Credit Points in College of Management	0	1	2	2	0	
	IB00545	國際商業溝通創新整合課程 I		0	1	1	1	0	
	IB00546	國際商業溝通創新整合課程 II		0	1	1	1	0	
	IB00589	會計電腦化實作	Accounting Management System I	0	1	1	1	0	
	IB00590	會計電腦化進階實作	Accounting Management System II	0	1	1	1	0	
	IB00562	會展產業概論	Introduction to MICE Industry	1	1	2	2	0	
	IB00507	國際禮儀	International Etiquette	1	1	3	3	0	
	IB00513	簡報技巧	Presentation Skills	1	1	2	2	0	
	IB00442	會展英文	Exhibition and English	1	2	2	2	0	
	IB00434	進階商用英文	Advanced Business English	1	2	2	2	0	
	IB00510	中小企業概論	Introduction of Small and Medium Enterprises	1	2	2	2	0	
	IB00118	消費者行為	Consumer Behavior	2	1	3	3	0	
	IB00458	跨文化管理與溝通	Cross-cultural Management and Communication	2	1	3	3	0	
	IB00115	個體經濟學	Microeconomics	2	1	3	3	0	
	IB00154	國際物流管理	International Logistics Management	2	1	3	3	0	
	IB00563	會展經營管理	MICE Operation Management	2	1	3	3	0	
	IB00448	商用套裝軟體	Software Package for Business Application	2	1	3	3	0	
	IB00464	財務報表分析	Financial Statement Analysis	2	1	3	3	0	
	IB00588	創業家講座	Lectures of Entrepreneurship	2	1	3	3	0	
	IB00472	顧客關係管理	Customer Relationship Management	2	2	3	3	0	
	IB00231	網路行銷	Internet Marketing	2	2	3	3	0	
	IB00241	總體經濟學	Macroeconomics	2	2	3	3	0	
	IB00439	國際經貿法規	International Economige and Commercial policy and Regulation	2	2	3	3	0	

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dep. course-el ective	IB00564	會展招商與行銷	MICE Recruitment and Marketing	2	2	3	3	0	
	IB00565	大數據分析	Big Data Marketing	2	2	3	3	0	
	IB00461	創新與創業管理	Entrepreneurship and Management	2	2	3	3	0	
	IB00566	全球品牌管理	Global Brand Management	3	1	3	3	0	
	IB00516	國際市場調查	International Market Research	3	1	3	3	0	
	IB00470	經營管理講座I	Operational Management Seminar I	3	1	2	2	0	
	IB00343	國際金融市場	International Financial Market	3	1	3	3	0	
	IB00568	跨境電商	Cross-border e-commerce	3	1	3	3	0	
	IB00571	商業智慧	Business Intelligence	3	1	3	3	0	
	IB00572	國際參展實務	International Exhibition Practices	3	1	3	3	0	
	IB00140	國際人力資源管理	International Human Resource Management	3	1	3	3	0	
	IB00471	經營管理講座II	Operational Management Seminar II	3	2	2	2	0	
	IB00569	國際經貿情勢分析	International ECONOMIC AND TRADE POLICY ANALYSIS	3	2	3	3	0	
	IB00570	會展證照專題	MICE Certificate	3	2	2	2	0	
	IB00573	行銷企劃實務	Marketing Planning	3	2	3	3	0	
	IB00164	國際貿易實務	Practice in International Trade	3	2	3	3	0	
	IB00043	企業營運模擬	Business Operation Simulation	3	2	3	3	0	
	IB00474	國際商務談判	International Business Negotiation	3	2	2	2	0	
	IB00579	大數據行銷	Big Data Marketing	3	2	3	3	0	
	IB00574	國際行銷證照專題	International	4	1	2	2	0	
	IB00575	國貿證照專題	Topics of International Trade Certificate	4	1	2	2	0	
	IB00558	管理講座 I	Seminar in Management I	4	1	3	3	0	
	IB00556	海外研習 I	Abroad Learning I	4	1	2	2	0	
	IB00582	校外實習 I	Internship I	4	1	3	0	3	
	IB00583	校外實習 II	Internship II	4	1	3	0	3	
	IB00584	校外實習 III	Internship III	4	1	3	0	3	
	IB00559	管理講座 II	Seminar in Management II	4	2	3	3	0	
	IB00557	海外研習 II	Abroad Learning II	4	2	2	2	0	
	IB00576	國際企業個案研討	Case Study in International Business	4	2	3	3	0	
	IB00585	校外實習 IV	Internship IV	4	2	3	0	3	
	IB00586	校外實習 V	Internship V	4	2	3	0	3	
	IB00587	校外實習 VI	Internship VI	4	2	3	0	3	

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obligatory 71 elective course 57 credit sum 128									