國際企業學系大學部 113 學年度課程地圖

Department of International Business 4-Year Curriculum for Students Admitted in Academic Year 2025

	Freshman Year		Sophomore Year		Junior Year		Senior Year	
	1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester
校必修課程 General Education	英文 I(2) Freshman English I (2) 閱讀與表達(2) Chinese(2) 生命探索與行動(2) Music Appreciation(2) 體育 I(0) Physical Education I (0)	英文 II(2) Freshman English II (2) 淨零永續生活與實踐(2) Net Zero and a Sustainable Life(2) 體育 II(0) Physical Education II (0)	Foreign Language (basic) I	外語初級Ⅱ(2) Foreign Language (basic)Ⅱ (2)				
	通識課程(8) General Education Courses(8)							
院必修課程 College-required						企業倫理(2) Business Ethics(2)		
系必修課程 Department-required Courses	經濟學 I (3) Economics I (3) 會計學 I (3) Accounting I (3) 管理學(3) Management (3) 商用英文(2) Business English (2)	經濟學 II(3) Economics II (3) 會計學 II(3) Accounting II (3) 國際企業管理(3) International Business Management (3) 資訊科技概論(3) Essentials of Computers (3)	國際行銷管理(3) International Marketing Management (3) 英文簡報(2) English Presentation Skills (2) 統計學(3) Statistics (3)	國際財務管理(3) International Financial Management (3) 國際商業溝通(2) International Commercial Communication (2) 應用統計(2) Applied Statistics (2)	國際貿易理論與應用(3) International Trade Theory and Application (3) 國際商務寫作(2) International Business Writing (2)	國際企業經營策略(2) International Business Strategy (2) 企業國際化專題 I (1) Special Topics in Internationalization of Small and Medium Enterprises I (1)	企業國際化專題 II (1) Special Topics in Internationalization of Small and Medium Enterprises II (1)	
系選修課程 Departmental Electives	國際禮儀(3) International Etiquette (3) 簡報技巧(2) Presentation Skills (2)	進階商用英文(2) Advanced Business English (2) 商用套裝軟體(3) Software Package for Business Application (3)	跨境電商(3) Cross-border e-commerce 個體經濟學(3) Microeconomics 國際物流管理(3) International Logistics Management 跨文化管理與溝通(3) Cross-cultural Management and Communication 創新與創業管理(3) Entrepreneurship and Management	消費者行為(3) ConsumerBehavior(3) 總體經濟學(3) Macroeconomics 會展產業概論(2) Introduction of MICE Industry 全球品牌管理(3) Global Brand Management 顧客關係管理(3) Customer Relationship Management	國際市場調查(3) International Market Research 財務報表分析(3) Financial Statement Analysis 國際人力資源管理(3) International Human Resource Management 經營管理講座 I (2) Operational Management Seminar I	行銷科技(3) Martech 會展招商與行銷(3) MICE Recruitment and Marketing 國際商務談判(2) International Business Negotiation 經營管理講座 II (2) Operational Management Seminar II	行銷企劃實務(3) Marketing Planning 國際金融市場(3) International Financial Market	國際企業個案研討(3) Case Study in International Business 企業營運模擬(3) Business Operation Simulation

Course regulations:

- 1. The total number of credits required for graduation is 128, which includes 23 credits of General Education courses, 2 credits of College-required courses, 47 credits of Department-required courses, and 57 credits of Departmental Electives.
- Students must meet the university's Information Competency requirements and the English Proficiency requirements to be awarded the degree.
- Students must complete the professional practical projects specified in the "Regulations for Professional Certification for Students of the Department of International Business, Chang Jung Christian University" to be awarded the degree.
 Microcredit Courses are optional for students. For regulations related to Microcredit Course selection, please refer to the "Implementation Guidelines for Microcredit Courses at Chang Jung Christian University."
- Students enrolled in the 2024 academic year are required to complete one set of "Interdisciplinary Micro-programs" as a graduation requirement.