

MUST Curriculum Planning for Undergraduate Students for Academic Years 2021-2024  
Department of Business Administration

| 1 <sup>st</sup> year(110)            |  |                          |          |                          | 2 <sup>nd</sup> year(111) |                                      |                              |                                    |                 | 3 <sup>rd</sup> year(112) |          |                                      |                                |                          |                                      |                          |           |           |           |
|--------------------------------------|--|--------------------------|----------|--------------------------|---------------------------|--------------------------------------|------------------------------|------------------------------------|-----------------|---------------------------|----------|--------------------------------------|--------------------------------|--------------------------|--------------------------------------|--------------------------|-----------|-----------|-----------|
|                                      | Course                                   | 1 <sup>st</sup> semester |          | 2 <sup>nd</sup> semester |                           |                                      | Course                       | 1 <sup>st</sup> semester           |                 | 2 <sup>nd</sup> semester  |          |                                      | Course                         | 1 <sup>st</sup> semester |                                      | 2 <sup>nd</sup> semester |           |           |           |
|                                      |  | Cr.                      | hr.      | Cr.                      | hr.                       |                                      |                              | Cr.                                | hr.             | Cr.                       | hr.      |                                      |                                | Cr.                      | hr.                                  | Cr.                      | hr.       |           |           |
| MUST Core Required Courses           | Physical Education                       | 0                        | 2        | 0                        | 2                         | MUST Core Required Courses           | Applied English (I) (II)     | 2                                  | 2               | 2                         | 2        | MUST Core Required Courses           |                                |                          |                                      |                          |           |           |           |
|                                      | English (I) (II)                         | 2                        | 2        | 2                        | 2                         |                                      |                              |                                    |                 |                           |          |                                      |                                |                          |                                      |                          |           |           |           |
|                                      | Chinese Reading and Expressions (I) (II) | 2                        | 2        | 2                        | 2                         |                                      |                              |                                    |                 |                           |          |                                      |                                |                          |                                      |                          |           |           |           |
|                                      | Introduction to programming              | 3                        | 3        |                          |                           |                                      |                              |                                    |                 |                           |          |                                      |                                |                          |                                      |                          |           |           |           |
|                                      | Introduction to artificial intelligence  |                          |          | 3                        | 3                         |                                      |                              |                                    |                 |                           |          |                                      |                                |                          |                                      |                          |           |           |           |
|                                      | <b>Subtotal</b>                          | <b>7</b>                 | <b>9</b> | <b>7</b>                 | <b>9</b>                  |                                      | <b>Subtotal</b>              | <b>2</b>                           | <b>2</b>        | <b>2</b>                  | <b>2</b> |                                      | <b>Subtotal</b>                | <b>0</b>                 | <b>0</b>                             | <b>0</b>                 | <b>0</b>  |           |           |
| School Professional Required Courses | Basic Mathematics                        | 3                        | 3        |                          |                           | School Professional Required Courses |                              |                                    |                 |                           |          | School Professional Required Courses |                                |                          |                                      |                          |           |           |           |
|                                      | Management                               | 3                        | 3        |                          |                           |                                      |                              |                                    |                 |                           |          |                                      |                                |                          |                                      |                          |           |           |           |
|                                      | Economics                                |                          |          | 3                        | 3                         |                                      |                              |                                    |                 |                           |          |                                      |                                |                          |                                      |                          |           |           |           |
|                                      | Statistics                               |                          |          | 3                        | 3                         |                                      |                              |                                    |                 |                           |          |                                      |                                |                          |                                      |                          |           |           |           |
|                                      |  | <b>Subtotal</b>          | <b>6</b> | <b>6</b>                 | <b>6</b>                  |                                      | <b>6</b>                     |                                    | <b>Subtotal</b> | <b>0</b>                  | <b>0</b> |                                      | <b>0</b>                       | <b>0</b>                 |                                      | <b>Subtotal</b>          | <b>0</b>  | <b>0</b>  | <b>0</b>  |
| General Education                    | Classified General Education             | 2                        | 2        | 2                        | 2                         | General Education                    | Classified General Education | 2                                  | 2               | 2                         | 2        | General Education                    |                                |                          |                                      |                          |           |           |           |
|                                      | Classified General Education             | 2                        | 2        | 2                        | 2                         |                                      |                              |                                    |                 |                           |          |                                      |                                |                          |                                      |                          |           |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              |                                    |                 |                           |          |                                      |                                |                          |                                      |                          |           |           |           |
|                                      | <b>Subtotal</b>                          | <b>4</b>                 | <b>4</b> | <b>4</b>                 | <b>4</b>                  |                                      | <b>Subtotal</b>              | <b>4</b>                           | <b>4</b>        | <b>2</b>                  | <b>2</b> |                                      | <b>Subtotal</b>                | <b>0</b>                 | <b>0</b>                             | <b>0</b>                 | <b>0</b>  |           |           |
| Department compulsory courses        |  |                          |          |                          |                           | Department compulsory courses        | Economic Analysis            | 3                                  | 3               |                           |          | Department compulsory courses        | Practical Projects (I) (II)    | 1                        | 1                                    | 1                        | 1         |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              | Applied Statistics                 | 3               | 3                         |          |                                      |                                |                          | Business English                     | 2                        | 2         |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              | Accounting                         | 3               | 3                         |          |                                      |                                |                          | Ethics for business                  | 2                        | 2         |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              | Business Research Method           |                 |                           | 2        |                                      | 2                              |                          | Financial Management                 | 3                        | 3         |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              | Psychology                         |                 |                           | 2        |                                      | 2                              |                          | Human Resource Management            | 3                        | 3         |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              | Marketing Management               |                 |                           | 3        |                                      | 3                              |                          | Management Information System        |                          |           | 2         | 2         |
|                                      |  |                          |          |                          |                           |                                      |                              | Applied Accounting                 |                 |                           | 3        |                                      | 3                              |                          | Organizational Behavior              |                          |           | 2         | 2         |
|                                      |  |                          |          |                          |                           |                                      |                              |                                    |                 |                           |          |                                      |                                |                          | Business Law                         |                          |           | 2         | 2         |
|                                      |  |                          |          |                          |                           |                                      |                              |                                    |                 |                           |          |                                      |                                |                          | Big Data Analysis                    |                          |           | 2         | 2         |
|                                      |  |                          |          |                          |                           |                                      |                              |                                    |                 |                           |          |                                      |                                |                          | Production and Operations Management |                          |           | 3         | 3         |
|                                      |  | <b>Subtotal</b>          | <b>0</b> | <b>0</b>                 | <b>0</b>                  |                                      | <b>0</b>                     |                                    | <b>Subtotal</b> | <b>9</b>                  | <b>9</b> |                                      | <b>10</b>                      | <b>10</b>                |                                      | <b>Subtotal</b>          | <b>11</b> | <b>11</b> | <b>12</b> |
| Department Elective Courses          | English Reading (I) (II)                 | 2                        | 2        | 2                        | 2                         | Department Elective Courses          | New TOEIC Testing (I) (II)   | 2                                  | 2               | 2                         | 2        | Department Elective Courses          | Intermediate Japanese (I) (II) | 2                        | 2                                    | 2                        | 2         |           |           |
|                                      | Introduction to Business                 | 2                        | 2        |                          |                           |                                      |                              | Basic Japanese (I) (II)            | 3               | 3                         | 3        |                                      | 3                              |                          | Business Presentation Skills         | 2                        | 2         |           |           |
|                                      | Principles of Accounting                 |                          |          | 2                        | 2                         |                                      |                              | Language Communication Skills      | 2               | 2                         |          |                                      |                                |                          | Business Data Analysis               | 2                        | 2         |           |           |
|                                      | Information literacy                     |                          |          | 3                        | 3                         |                                      |                              | Applied Database                   | 3               | 3                         |          |                                      |                                |                          | Services Management                  | 3                        | 3         |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              | Chain Store Service Practice       |                 |                           | 2        |                                      | 2                              |                          | Internet Marketing                   | 3                        | 3         |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              | Finance and Economics News         |                 |                           | 2        |                                      | 2                              |                          | Design Thinking                      | 3                        | 3         |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              | Organization Theory and Management |                 |                           | 3        |                                      | 3                              |                          | Customer Relationship Management     |                          |           | 2         | 2         |
|                                      |  |                          |          |                          |                           |                                      |                              | E-Commerce                         |                 |                           | 3        |                                      | 3                              |                          | Career Ethics                        |                          |           | 2         | 2         |
|                                      |  |                          |          |                          |                           |                                      |                              |                                    |                 |                           |          |                                      |                                |                          | Quality Management in Services       |                          |           | 2         | 2         |
|                                      |  |                          |          |                          |                           |                                      |                              |                                    |                 |                           |          |                                      |                                |                          | Retailing Management                 |                          |           | 3         | 3         |
|                                      |  |                          |          |                          |                           |                                      |                              |                                    |                 |                           |          |                                      |                                |                          | Market Survey                        |                          |           | 3         | 3         |
|                                      |  |                          |          |                          |                           |                                      |                              |                                    |                 |                           |          | Invention and Innovation             |                                |                          | 3                                    | 3                        |           |           |           |
|                                      |  |                          |          |                          |                           |                                      |                              |                                    |                 |                           |          | Internet Consumer Behavior           |                                |                          | 3                                    | 3                        |           |           |           |

| 4 <sup>th</sup> year(113)                 |                                  |                          |          |                          |           |
|---|----------------------------------|--------------------------|----------|--------------------------|-----------|
|   | Course                           | 1 <sup>st</sup> semester |          | 2 <sup>nd</sup> semester |           |
|   |                                  | Cr.                      | hr.      | Cr.                      | hr.       |
| MUST Core Required Courses                |                                  |                          |          |                          |           |
|   | <b>Subtotal</b>                  | <b>0</b>                 | <b>0</b> | <b>0</b>                 | <b>0</b>  |
| School Professional Required Courses      |                                  |                          |          |                          |           |
|   | <b>Subtotal</b>                  | <b>0</b>                 | <b>0</b> | <b>0</b>                 | <b>0</b>  |
| General education                         |                                  |                          |          |                          |           |
|   | <b>Subtotal</b>                  | <b>0</b>                 | <b>0</b> | <b>0</b>                 | <b>0</b>  |
| Department compulsory courses             | Strategic Management             | 2                        | 2        |                          |           |
|   | Business License                 |                          |          | 1                        | 1         |
|   | Off-campus internship            |                          |          | 9                        | 9         |
|   | <b>Subtotal</b>                  | <b>2</b>                 | <b>2</b> | <b>10</b>                | <b>10</b> |
| Department Elective Courses               | Practice of Career Ethics        |                          |          | 3                        | 3         |
|   | Shop-Floor Operations Practice   |                          |          | 3                        | 3         |
|   | Practice of Corporate Management |                          |          | 3                        | 3         |
|   | Workplace English                | 2                        | 2        |                          |           |
|   | Industrial Development Trend     | 2                        | 2        |                          |           |
|   | Investment Practice              | 3                        | 3        |                          |           |
|   | Knowledge Management             | 3                        | 3        |                          |           |
|   | Practicum of micro-entrepreneurs | 3                        | 3        |                          |           |
|   | Six Sigma                        | 3                        | 3        |                          |           |
|   | Enterprise Resource Planning     | 3                        | 3        |                          |           |
|   | Financial Statement Analysis     | 3                        | 3        |                          |           |
|   | Practice of Securities Analysis  |                          |          | 2                        | 2         |
|   | Labor Relations                  |                          |          | 2                        | 2         |
|   | Workplace Japanese               |                          |          | 2                        | 2         |
|   | Marketing Planning Practice      |                          |          | 3                        | 3         |
|   | Entrepreneurship Management      |                          |          | 3                        | 3         |
|   | Business Operation Simulation    |                          |          | 3                        | 3         |
| Wealth Management                         |                                  |                          | 3        | 3                        |           |
| Practice of Consumer Behavior Observation |                                  |                          | 3        | 3                        |           |

Cr./hr.=Credit/hour

Remarks:

- According to university regulations, students are required to meet the graduation requirement of basic language proficiency and professional skills.
- Students shall take 4 hours Service Education courses (0 credits) in the first and second semester of the first academic year.
- In the first three years, students must take 16-30 credits per semester, and 9-30 credits per semester in the 4<sup>th</sup> year.
- Minimum credits required for graduation: 128 credits including 98 compulsory credits, and at least 30 elective credits (interdepartmental credits are included), while elective professional course credits shall not be fewer than 16.
- Must complete the 20 transferable inter-departmental credits (excluding core required courses (Chinese Reading and Expressions(I)(II) · English(I)(II) · Introduction to Programming · Introduction to Artificial Intelligence · Technical English(I)(II) · Applied English(I)(II)) · school professional required courses, department compulsory and department elective courses.)
- Students having graduated from a foreign country, including Hong Kong and Macau, with the equivalent of the second year of high school study of the ROC's high school sophomore level, or with a high school equivalent degree, need to take 140 credits including 98 compulsory credits, and at least 42 elective credits (including inter-departmental elective credits), while elective professional course credits shall not be fewer than 30. The program can be extended up to 3 academic years.
- Elective courses are subject to change if necessary.