

MUST Curriculum Planning for Undergraduate Students for Academic Years 2021-2024  
Department of Marketing and Logistics Management

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)	2	2			MUST Core Required Courses					
	Chinese Reading and Expressions(I)	2	2				Applied English(II)			2	2						
	Chinese Reading and Expressions(II)			2	2												
	English(I)	2	2														
	English(II)			2	2												
	Introduction to Computers and 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>				
School Professional Required Courses	Management	3	3			School Professional Required Courses						School Professional Required Courses					
	Basic Mathematics	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>Subtotal</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		Classified general Education	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>			
Department compulsory courses						Department compulsory courses	Applied Economics	3	3			Department compulsory courses	Marketing Research	3	3		
					Applied Statistics		3	3		Digital Marketing	2		2				
					Marketing Management		3	3		Logistics Management	2		2				
					English Conversation (I)		2	2		Special Topic Project (I)				1	1		
					English Conversation (II)				2	2	Content Marketing				2	2	
					Japanese (I)		2	2		Supply Chain Management				2	2		
					Japanese (II)				2	2	Professional Ethics				2	2	
					Introduction to Distribution Management				2	2							
					Consumer Behavior				3	3							
					Data Analysis and Software Application				3	3							
		<b>Subtotal</b>						<b>Subtotal</b>	<b>13</b>	<b>13</b>	<b>12</b>		<b>12</b>		<b>Subtotal</b>	<b>7</b>	<b>7</b>
Department Elective Courses	Information Literacy			3	3	Department Elective Courses	Electronic Commerce	2	2			Department Elective Courses	Business Planning	2	2		
					Merchandise Management		2	2		Pricing Strategy and Management	2		2				
					Applied Accounting		3	3		Business Japanese	2		2				
					Introduction to MICE Industry		2	2		Financial Management	3		3				
					Service Marketing and Management				2	2	Store Operation Management		2	2			
					Multimedia Application in Marketing				2	2	Personal Communication and Organizational Leadership		2	2			
					Marketing Channel Management				2	2	Marketing Management: Practice and Training		3	3			
					Japanese Economics, Trade and Culture				2	2	Business English		2	2			
					Store Display and Layout				2	2	Advertising Management and Practices		2	2			
					PR Project Management				2	2	Store Planning and Design		2	2			
											Green Marketing				3	3	
											Brand Management				2	2	
											Chain store management				2	2	
											Logistics Management: Practice and Training				3	3	
											Advanced Business Japanese				2	2	
											Digital Applications: Practice and Training				2	2	
											International MICE Practices				2	2	
											Retail Management				2	2	
											Event Marketing				2	2	
											Skills of Business Presentation				2	2	
											Purchasing and Inventory Management				2	2	

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>				
School Professional Required Courses					
	<b>Subtotal</b>				
General education					
	<b>Subtotal</b>				
Department compulsory courses	Special Topic Project (II)	1	1		
	Business Professional License	1	1		
	Internship			9	9
	<b>Subtotal</b>	<b>2</b>	<b>2</b>	<b>9</b>	<b>9</b>
Department Elective Courses	Sales Practices	2	2		
	Innovation Management	2	2		
	Business Japanese Conversation	2	2		
	Customer Relationship Management	2	2		
	Marketing Case Study	2	2		
	Advanced Computer Skills in the Workplace	2	2		
	Pre-employment Exercise	3	3		
	Distribution Case Study	2	2		
	Creative Marketing	2	2		
	Enterprise Resource Planning	2	2		
	Logistics Center Management	2	2		
	Marketing and Distribution Information Systems	2	2		
	Commercial Law	2	2		

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 94 compulsory credits, and at least 34 elective credits (including the interdepartmental elective credits).  
**No fewer than 28 professional elective credits are required with the exclusion of credits for inter-disciplinary programs.**
- Must complete the 20 Inter-departmental credits are transferable (not including 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 94 compulsory credits, and at least 46 elective credits (including inter-departmental elective credits ), while elective professional course credits shall not be fewer than 34. The program can be extended up to 3 academic years.
- Elective courses are subject to change if necessary.