

MUST Curriculum Planning for Undergraduate Students for Academic Years 2025-2028  
Department of Business Administration

1 <sup>st</sup> year(114)					2 <sup>nd</sup> year(115)					3 <sup>rd</sup> year(116)							
	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	2	2	2	2	MUST Core Required Courses	Classified General Education	2	2	2	2	MUST Core Required Courses					
	Classified General Education	2	2	2	2		Business English (III)(IV)	2	2	2	2						
	Classified General Education	2	2	2	2												
	Applied Chinese (I) (II)	2	2	2	2												
	Business English (I) (II)	2	2	2	2												
	Subtotal	10	10	10	10		Subtotal	4	4	4	4		Subtotal	0	0	0	0
School Professional Required Courses	Introduction to programming	2	2			School Professional Required Courses						School Professional Required Courses					
	Management	3	3														
	Introduction to artificial intelligence			2	2												
	Economics			3	3												
	Statistics			3	3												
	Subtotal	5	5	8	8		Subtotal	0	0	0	0		Subtotal	0	0	0	0
compulsory courses						compulsory courses	Economic Analysis	3	3			compulsory courses	Practical Projects (I) (II)	1	1	1	1
							Applied Statistics	3	3				Workplace English	2	2		
							Accounting	3	3				Ethics for business	2	2		
							Marketing Management	3	3				Financial Management	3	3		
							Business Research Method			2	2		Human Resource Management	3	3		
							Business planning			3	3		Big Data Analysis	2	2		
						Sustainable management			2	2	Enterprise resource planning			2	2		
											Organizational Behavior			2	2		
											Business management lectures			3	3		
											Production and Operations Management			3	3		
		0	0	0	0		Subtotal	12	12	7	7		Subtotal	13	13	11	11
Elective Courses	English Reading (I) (II)	2	2	2	2	Elective Courses	New TOEIC Testing (I) (II)	2	2	2	2	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		
	Introduction to ESG	2	2				Language Communication Skills	2	2				Business Data Analysis	2	2		
	Principles of Accounting			2	2		Net-Zero Carbon Management Certification	3	3				Services Management	3	3		
	Information literacy			3	3		Applied Database	3	3				Design Thinking	3	3		
	Sustainable Services and New Product Development			3	3		Finance and Economics News			2	2		Electronic Commerce	3	3		
	Chain Store Service Practice			2	2		Organization Theory and Management			3	3		Customer Relationship Management			2	2
							Sustainable Brand Management			3	3		Career Ethics			2	2
							Consumer Behavior			3	3		Quality Management in Services			2	2
													Retailing Management			3	3
													Market Survey			3	3
													Invention and Innovation			3	3
													Investment Practice			3	3
													Social Enterprise and Innovation			3	3
													Sustainability Report Writing and Audit Practices			3	3

4 <sup>th</sup> year(117)					
	Course	1 <sup>st</sup> semest		2 <sup>nd</sup> semest	
		Cr.	hr.	Cr.	hr.
MUST Core Required					
	<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
School Profession al Required					
	<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
compulsor y courses	Strategic Management	2	2		
	Business License			1	1
	<b>Subtotal</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>
Elective Courses	Practice of Career Ethics ( I )( II )	3	3	3	3
	Shop-Floor Operations Practice ( I )( II )	3	3	3	3
	Practice of Corporate Management ( I )( II )	3	3	3	3
	Industrial Development Trend	3	3		
	Practice of Securities Analysis	3	3		
	Knowledge Management	3	3		
	Six Sigma	3	3		
	Financial Statement Analysis	3	3		
	Social Impact	3	3		
	Digital Marketing	3	3		
	Labor Relations			3	3
	Workplace Japanese			2	2
	Marketing Planning Practice			3	3
	Entrepreneurship Management			3	3
	Wealth Management			3	3
	Ethical leadership			3	3
	Career planning			3	3
	Practicum of Micro-Entrepreneurs			3	3
	Social Enterprise and Non-Profit Organization Management			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 4th year.
- Minimum graduation credits: 128 credits; Compulsory credits: 96 credits. Elective credits: 32 credits (elective credits include inter-departmental elective credits); the elective credits for majors in the department must not be lower than 18 credits.
- 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 28.
- The program can be extended up to 3 academic years.
- Elective courses are subject to change if necessary.
- This form created in 2024/2/26.