

MUST Curriculum Planning for Undergraduate Students for Academic Years 2026-2029  
Department of Business Administration

1 <sup>st</sup> year(115)				2 <sup>nd</sup> year(116)				3 <sup>rd</sup> year(117)											
	Course	1st semester		2 <sup>nd</sup> semester			Course	1st semester		2 <sup>nd</sup> semester			Course	1st semester		2 <sup>nd</sup> semester			
		Cr.	hr.	Cr.	hr.			Cr.	hr.	Cr.	hr.			Cr.	hr.	Cr.	hr.		
MUST Core Required Courses	Classified General Education	2	2	2	2	MUST Core Required Courses	Classified general Education	2	2	2	2	MUST Core Required Courses	Classified general	2	2	2	2		
	Physical Education	2	2	2	2		Business English ( III)(IV)	2	2	2	2								
	Applied Chinese(I)(II)	2	2	2	2		Physical Education	2	2										
	Business English (I) (II)	2	2	2	2														
	<b>Subtotal</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>		<b>Subtotal</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>4</b>		<b>Subtotal</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
School Professional Required Courses	Introduction to programming Management	3	3			School Professional Required Courses					School Professional Required Courses	Ethics for Professionals	3	3					
	Introduction to artificial intelligence			3	3														
	Economics			3	3														
	Statistics			3	3														
	<b>Subtotal</b>	<b>6</b>	<b>6</b>	<b>9</b>	<b>9</b>		<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>Subtotal</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>		
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			Big Data Analysis		2	2					
					Organizational Behavior				2	2	Financial Management		3	3					
					Business Research Method				2	2	Human Resource Management		3	3					
				Marketing Management			3	3	Enterprise resource planning			3	3						
				Production and Operations Management			3	3	Strategic Management			3	3						
									AI Applications and Implementation			3	3						
									Sustainable management			3	3						
									<b>Subtotal</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>13</b>						
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 ESG	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				
	Chain Store Service Practice			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 Analysis			2	2		Electronic Commerce	3	3				
							Organization Theory and Management			3	3		Customer Relationship Management			2	2		
							Sustainable Brand Management			3	3		Career Ethics			2	2		
							Consumer Behavior			3	3		Retailing Management			3	3		
													Market Survey			3	3		
										Invention and Innovation			3	3					
										Investment Practice			3	3					
										Social Enterprise and Innovation			3	3					
										Business management lectures			3	3					
										Sustainability Report Writing and Audit Practices			3	3					
										Business Planning			3	3					
4 <sup>th</sup> year(118)																			
	Course	1st semester		2 <sup>nd</sup> semester		Cr./hr. =Credit/hour Remarks: 1. Minimum graduation credits: 128 credits; Compulsory credits: <u>91</u> credits. Elective credits: <u>37</u> credits (elective credits include inter-departmental elective credits); the elective credits for majors in the department must not be lower than <u>23</u> credits. 2. In the first three years, students must take 16-30 credits per semester, and 9-30 credits per semester in the 4th year. 3. Elective courses are subject to change if necessary. 4. Please implement according to the school's "Implementation Measures for Students' Basic Abilities and Graduation Thresholds". 5. Students should take off-campus internship courses, and the relevant measures are handled in accordance with the Implementation of Off-campus Internship Teaching for Students in the Department of ____". 6. 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 . The program can be extended up to 3 academic years. 7. This form created in <u>2026/1/6</u> ____.													
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>														
compulsory courses																			
	<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</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																
	Workplace Japanese			2	2														
	Labor Relations			3	3														
	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														
Non-Profit Organization Management			3	3															