

2022 Curriculum of Four Year College, Department of Business Administration , College of Business and Management , JUST

Missions of University	
1	to cultivate the capacity of humanistic care
2	to cultivate the capacity of being democratic and lawful
3	to cultivate the capacity of focusing on career planning and life-long learning
4	to cultivate the capacity to maintain physical and mental health and proactive attitude
5	to broden an international vision
6	to strengthen the professional skills and competitive edges
7	
8	

Indicators of Basic Competences	
A	humanistic care and balance of mind and body
B	civic responsibility and ethical practice
C	professional competency and life-long learning
D	critical thinking and communicative expression
E	respect for diverse and international visions
F	
G	
H	
I	
J	
K	
L	

Correspondence matrix table	Indicators of Basic Competences	Missions of University							
		1	2	3	4	5	6	7	8
		A	○		○	○	○		
		B		○	○		○		
		C	○		○	○		○	
		D	○				○		
		E	○			○	○	○	
		F							
		G							
		H							
		I							
		J							
		K							
		L							

Supplementary Regulations	
<p>1. Totally, there are 28/28 credit/ hour of required general education courses for four-year college students.</p> <p>2. Courses, including law & life, history & application of cultural and creative industry, career planning & development, life care and holistic education and intellectual general education, can be taken separately and flexibly in different semesters.</p> <p>3. According to the graduation requirements of JUST, all students have to pass Chinese Proficiency Test before graduation.</p> <p>4. According to the graduation requirements of JUST, all students have to pass Physical Fitness Test before graduation.</p> <p>5. According to the graduation requirements of JUST, all students have to pass English Proficiency Test before graduation.</p> <p>6. Students have to take 2 out of 4 categories of intellectual general education courses within four years.</p>	<p>本課程規劃經111年03月3日通識教育委員會會議通過</p> <p>本課程規劃經111年03月2日系課程規劃小組通過</p> <p>本課程規劃經111年03月22日商管學院課程規劃委員會會議通過</p> <p>本課程規劃經111年04月26日校課程規劃及教務聯席會議通過</p>

school year		the first year (111)					the second year (112)					the third year (113)					the fourth year (114)					total					
Category		Subject		1st semester		2nd semester		Subject		1st semester		2nd semester		Subject		1st semester		2nd semester		Subject		1st semester		2nd semester		credit	hour
				credit	hour	credit	hour			credit	hour	credit	hour			credit	hour	credit	hour			credit	hour	credit	hour	credit	hour
required general education courses	basic general education courses	The Relation Between Law and Life		2	2			English in the Workplace		2	2															28	28
		Creative Chinese Literature and Appreciation (1)		2	2			Workplace English Presentation				2	2														
		English(1)		2	2																						
		History and Cultural Creativity Application				2	2																				
		Creative Chinese Literature and Appreciation (2)				2	2																				
		English(2)				2	2																				
	core general education courses													Career planning and development				2	2								
	General Education													General Education		2	2	2	2								
	others	Physical		2	2			Physical		2	2																
		Physical				2	2																				
		total		8	8	8	8	total		4	4	2	2	total		2	2	4	4	total		0	0	0	0		

Academic Affairs Office Staff Signature

General Education Center Assistant Professor Signature

General Education Center Director Signature

Department Director Signature

Dean of College Signature

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Educational Goals of Department	
1	To cultivate a person with business administration knowledge and practical ability
2	To cultivate a person with creative thinking and information applicatio
3	To cultivate a person with international perspective and collectivism
4	
5	
6	
7	
8	

Index of Department Core Abilities	
A	Creative thinking
B	Problem solving
C	Planning ability
D	Basic business administration knowledge
E	Professional business administration knowledge
F	Information ability
G	Practical ability
H	Foreign languages ability
I	
J	
K	
L	

		Educational Goals of Department							
		1	2	3	4	5	6	7	8
Correspondence matrix table	Index of Department Core Abilities	A	V	V	V				
		B	V	V	V				
		C	V	V	V				
		D	V	V	V				
		E	V	V	V				
		F	V	V					
		G	V		V				
		H		V	V				
		I							
		J							
		K							
		L							

Supplementary Regulations	
<p>Supplementary regulations</p> <p>1.Total graduation credits: 128</p> <p>2.Required general education credit/ hour: 28/ 28; college compulsory credit/ hour:26 / 26</p> <p>3. Required professional credit/ hour:29 /29; elective credit/hour:45 / 45</p> <p>4. Single-semester courses can be flexibly switched between semesters.</p> <p>5.For a more flexible course-taking, _12_ credits (the maximum) can be elected from other department (including general education credits).</p> <p>6.Terminal learning courses are:Case Study</p> <p>7.For graduation, students should meet English proficiency requirements of the department : CEF A2, get certificates of PVQC, or Campus English Proficiency Test: 350</p> <p>8.According to the graduation requirements of BA Department, students should get at least two points of professional ability index before graduation.</p> <p>9.Maximum credits for internship: 18 credits</p>	<p>本課程規劃經111年03月02日系課程規劃小組通過</p> <p>本課程規劃經111年03月22日商管學院課程規劃委員會議通過</p> <p>本課程規劃經111年04月26日校課程規劃及教務聯席會議通過</p> <p>本課程規劃經112年03月15日系課程規劃小組通過</p> <p>本課程規劃經112年03月21日商管學院課程規劃委員會議通過</p> <p>本課程規劃經112年04月25日校課程規劃及教務聯席會議通過</p> <p>本課程規劃經113年03月12日系課程規劃小組通過</p> <p>本課程規劃經113年03月19日科管學院課程規劃委員會議通過</p> <p>本課程規劃經113年04月30日校課程規劃及教務聯席會議通過</p>

school year		the first year (111)				the second year (112)				the third year (113)				the fourth year (114)				total									
Category		Subject		1st semester		2nd semester		Subject		1st semester		2nd semester		Subject		1st semester		2nd semester		total							
				credit	hour	credit	hour	credit	hour	credit	hour	credit	hour	credit	hour	credit	hour	credit	hour	credit	hour						
college compulsory credit	Business Software Package		2	2					3	3			Innovation and Entrepreneurship		2	2					26	26					
	Management (1)		2	2			E-commerce		2	2																	
	Economic(I)		2	2			Accounting		2	2																	
	Economy and Life (I)						Accounting and life (1)																				
	Economic(2)				2	2	Accounting (II)			2	2																
	Economy and Life (II)						Accounting and life (2)																				
	Business Management News				2	2	Statistics				3	3															
							Logical Thinking and Application of Programming				2	2															
	total		6	6	4	4	total		7	7	7	7	total		2	2	0	0	total				0	0	0	0	
required professional credit	foundational professional	Management(2)				2	2	Business Adminstration Ethics		2	2			Statistic and Date Analysis		3	3					7	7				
		total		0	0	2	2	total		2	2	0	0	total		3	3	0	0	total				0	0	0	0
	advanced professional							Leadership in Organization		3	3			Managerial Finance		3	3			Case Study		2	2			22	22
								Consumer Behaviors				3	3	Strategic Management				3	3	Business Diagnosis		2	2				
								Application of statistical software				3	3	Production & Operation Management				3	3								
	total		0	0	0	0	total		3	3	6	6	total		3	3	6	6	total		4	4	0	0			

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school year	the first year (111)					the second year (112)					the third year (113)					the fourth year (114)					total	
Category	Subject	1st semester		2nd semester		Subject	1st semester		2nd semester		Subject	1st semester		2nd semester		Subject	1st semester		2nd semester		credit	hour
		credit	hour	credit	hour		credit	hour	credit	hour		credit	hour	credit	hour		credit	hour	credit	hour		
elective professional credit	Mathematics for Business(1)	2	2			Cost Accounting	2	2			International Marketing	3	3			Business Negotiation	2	2			45	45
	Business News Reading (I)	2	2			Civial Law	2	2			Service Industry Management	2	2			Labour Law	2	2				
	Freshman Project	2	2			Communication	2	2			Business Automatin	3	3			Advertising & Promotion Management	2	2				
	Creative Thinking	2	2			Statistical Software Application(1)	2	2			Business Psychology	3	3			Seminars on Human Resources Studies	2	2				
	Smart Technology Application	2	2			The customer relates the management			2	2	Public Relations & Crisis Management	2	2			Business Laws and Regulations	2	2				
	Business and life(1)	1	1			Management of SMEs			2	2	Elementary Business Japanses (I)	3	3			Practical Workplace Japanese Conversation(I)	2	2				
	Mathematics for Business(2)			2	2	Business Law			2	2	English Conversation (I)	2	2			Applied English(1)	2	2				
	Business News Reading (II)			2	2	Statistical Software Application(2)			2	2	Micro-Entrepreneurship Project	2	2			Corporate Internship	2	2				
	Practical MIS Projects(A)			1	1	Management Accounting			2	2	online social marketing	2	2			Salary system and management	2	2				
	Practical MIS Projects(B)			2	2	Mobile Commerce			2	2	Common Core competence	3	3			Problem analysis and solution	2	2				
	Knowledge Economy and Intellectual Property Rights			2	2	Presentation & Multimedia			2	2	Practical English Conversation (1)	2	2			Innovative Marketing Practices	2	2				
	Business and life(2)			1	1						Smart technology and management applications	2	2			Business News Analysis (1)	2	2				
											Management Psychology			3	3	Manpower Development & Training			2	2		
											Marketing			2	2	Practices on Marketing Planning			2	2		
											Technology Logistics			2	2	Individual Image Management & Marketing Skills			2	2		
											Porject management			2	2	Operation Management of Retail Sales			2	2		
											Interational Business Management			3	3	Chain Store Management			2	2		
											Investment and Financial Planning			3	3	Business Etiquettes			2	2		
											Elementary Business Japanses (II)			3	3	Business Management Practice			2	2		
											English Conversation(2)			2	2	Business Internship(A)			9	9		
											Big Data Analyses and Applications			2	2	Business Internship(B)			4	4		
											Industry analysis and management decision			2	2	Business Internship report			1	1		
											Practical English Conversation (2)			2	2	Practical Workplace Japanese Conversation(II)			2	2		
																Applied English(2)			2	2		
																Business News Analysis (2)			2	2		
		total	11	11	10	10	total	8	8	14	14	total	29	29	26	26	total	24	24	34		
total	total(elective credits)	2	2	2	2	total(elective credits)	2	2	4	4	total(elective credits)	9	9	8	8	total(elective credits)	8	8	10	10		
	total(required credits)	14	14	14	14	total(required credits)	16	16	15	15	total(required credits)	10	10	10	10	total(required credits)	4	4	0	0	83	83
	total	16	16	16	16	total	18	18	19	19	total	19	19	18	18	total	12	12	10	10	128	128

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