

English Taught Program in International Business, Shih Chien University

	Year 1			Year 2			Year 3			Total		
	Course	Fall	Spring	Course	Fall	Spring	Course	Fall	Spring	Course	Fall	Spring
Liberal Arts	Chinese (1)	2		College English (3)	2		Historical Thinking and Civilizations	2		Graduation Threshold of English Competenc	0	
	Chinese (2)		2	College English (4)		2	English (V)	2				
	College English (1)	2		Physical Education (III)	0		English (VI)		2			
	College English (2)		2	Physical Education (IV)		0						
	Military Defense	0		The Art of Life	1							
	Military Technology		0	Family Science		1						
	Physical Education (I)	0		Application of Programming		2						
	Physical Education (II)		0									
	Character and Rule of Law Education	2										
	Liberal Arts Total	6	4	Liberal Arts Total	3	5	Liberal Arts Total	4	2	Liberal Arts Total	0	0
Program Required	Introduction to Business	3		Statistics (1)	2		Business Ethics		2	Internship / Project (1)	3	
	Accounting (1)	3		Statistics (2)		2	Managerial Accounting	3				
	Accounting (2)		3	Commercial Law		2	International Business Strategy		3			
	Economics (1)	3		Financial Management		3	Innovation Management	3				
	Economics (2)		3	International Business Management	3							
	Business Mathematics (I)	2		International Marketing Management	3							
	Design Thinking	2		International Human Resources Management		3						
	Principles of Marketing	3		International Organizational Behavior		3						
	Application of Information Technology		2	Managerial Economics	3							
	Principle of Management		3									
Required Total	16	11	Required Total	11	13	Required Total	6	5	Required Total	3	0	
Dept. Elective	Intercultural Communication	2		Game Theory	2	6	Brand Management		2	Organizational Strategy	2	
	Calculus		3	Business Intelligence	3		Global Supply Chian Management	3		Case Studies on Multinational Corporations	2	
	International Practicum(1)	2		Commercial Business Practice	2		Independent Studies (1)	2		International Banking and Investment	2	
	International Practicum(2)		2	Macro Economics for Business Decision		3	International Business Law	2		Business Communication and Negotiation		2
	Media and Society	2		Media Management	2		Entrepreneurship & Leadership		3	Project Management		2
	Professional Presentation		2	Public Speaking		2	Independent Studies (2)		2	Service Management		2
				Financial Statements Analysis	2		Digital Marketing & Communication		3	Internship / Project (2)	3	
				Business Case Studies		3	Marketing Research	2		Internship / Project (3)	3	
				Essential Innovation	2		Operation Strategy & Management		2	Internship / Project (4)		3
							Second Foreign Languages (1)	2		Internship / Project (5)		3
							Second Foreign Languages (2)		2	Internship / Project (6)		3
							International Fashion Marketing	2		Independent Studies (3)	2	
							International Economics	3		Independent Studies (4)		2
										Financial Accounting	3	
										Senior Seminar in Business	3	
	Elective Total	6	7	Elective Total	11	16	Elective Total	16	14	Elective Total	20	17

Notes : Required for graduation: 128 credits (Liberal Arts: 28, Required: 65 , Elective: 35)

English Taught Program in Smart Service Management, Shih Chien University

	Year1			Year2			Year3			Year4			Total
	Course	Fall	Spring	Course	Fall	Spring	Course	Fall	Spring	Course	Fall	Spring	
Liberal Arts	Chinese (1)	2		College English (3)	2		English (1)	2		Graduation Threshold of English Competence	0		28
	Chinese (2)		2	College English (4)		2	English (2)		2				
	College English (1)	2		The Art of Life	1								
	College English (2)		2	Family Science		1							
	Physical Education (I)	2											
	Physical Education (II)		2										
	Liberal Arts Total	4	4	Liberal Arts Total	3	3	Liberal Arts Total	2	2	Liberal Arts Total	0	0	
Program Required	The Business of Hospitality and Tourism	3		Hospitality Operations	3		Practical Project in Smart Services (1)	6		Contemporary Issues in Hospitality and Tourism Industry	3		66
	Business Administration	3		Marketing in Hospitality and Tourism Industry	3		Practical Project in Smart Services (2)		6	Internship		9	
	Accounting		3	Big Data Analytics in Hospitality and Tourism Industry		3							
	Introduction to Smart Service Management		3	Leadership and Organizational Management		3							
	Introduction to Artificial Intelligence	3		Overview of Airline Industry	3								
	Customer Behaviors and Marketing		3	Introduction to Cloud Computing		3							
	Design Thinking		3	Business Intelligence	3								
	Required Total	9	12	Required Total	12	9	Required Total	6	6	Required Total	3	9	
Dept. Elective	Aesthetics in Hospitality and Tourism Industry	3		Virtual Reality and Augmented Reality		3	Enterprise Resources Planning	3		Internet of Things	3		34
	Introduction to Machine Learning		3	Digital Marketing and Social Media	3		MICE Management	3		Project Management	3		
	Management of Information System		3	Independent Study		3	Wine Tasting		3	Strategic Management in Hospitality and Tourism Management	3		
	International Etiquette		3	3D Animation	3		Human Resource Management in Hospitality and Tourism Industry	3					
	Multimedia Tools and Applications	3		Global Issue in Travel		3	E-Commerce		3				
	Communication Studies	3		Macroeconomic Principles	3		Cultural Heritage and Tour Planning		3				
							Planning and Development of Smart Hotels		3				
Elective Total	9	9	Elective Total	9	9	Elective Total	9	12	Elective Total	9	0		

Notes :
 1. Required for graduation: 128 credits (Liberal Arts:28, Required:66-, Elective:34)