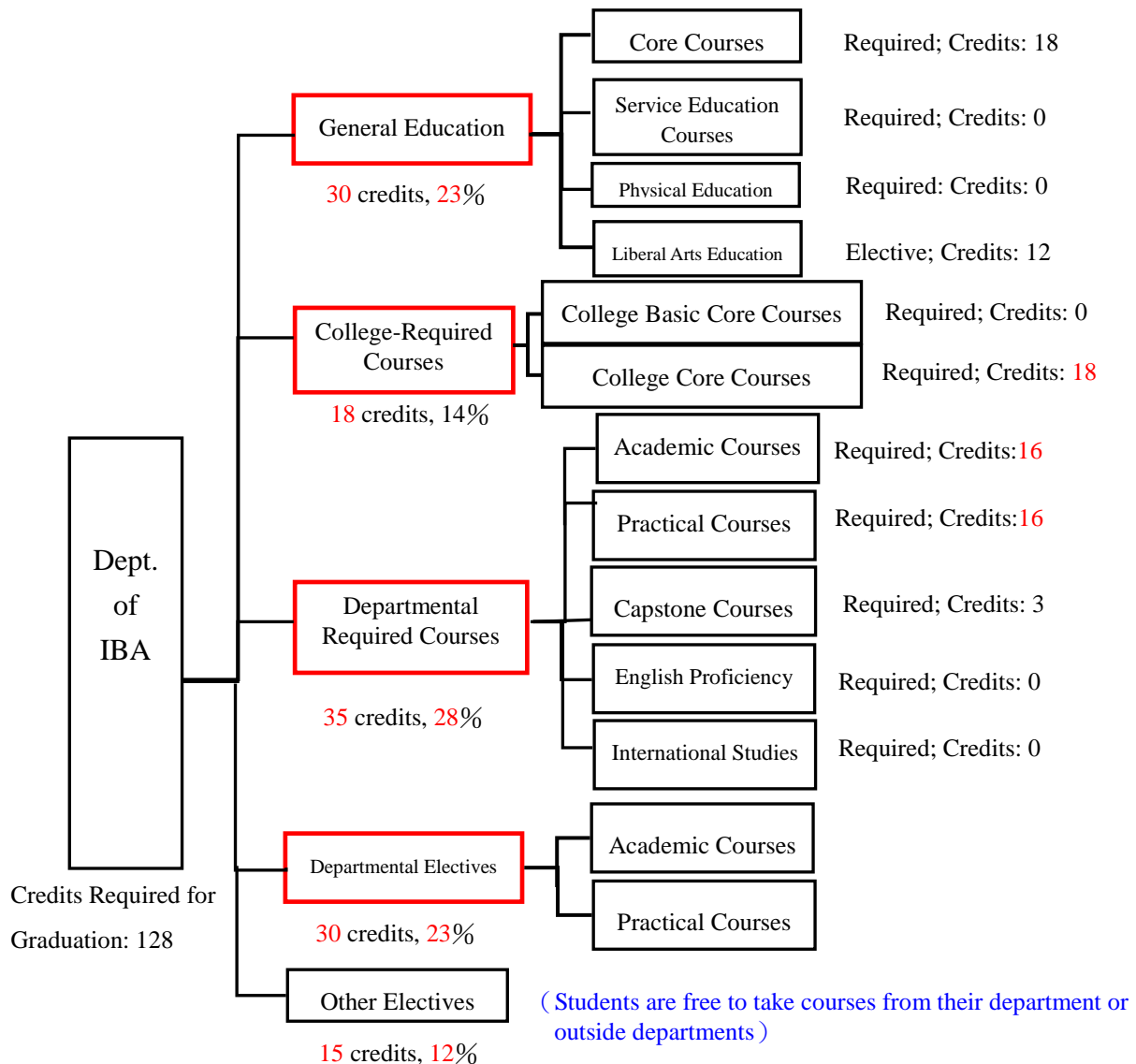


# Department of International Business Administration

## Curriculum Framework for Academic Year 2021



### To earn the B.Sc. IBA degree, students must complete:

- General Education courses for a total of 30 credits. This includes all Required Core courses of 18 credits, Elective courses (Liberal Arts Education) of 12 credits and Service Education core course I and II (Service and Knowledge for Practice) of 0 credit.
- Required courses from International College for a total of 18 credits.
- Required courses from IBA Department for a total of 35 credits.
- IBA Elective courses for a total of 30 credits. Students can choose Academic courses, Practical courses or Other Elective courses to fulfill the requirement of Departmental Elective credits ("Other Electives" can also be chosen from other departments of International College. **However, students should not take more than 15 elective credits from other departments than their own department ; Maximum of 3 credits from International College GE Liberal Arts Education will be approved.**  
NOTE: Students will also be able to obtain the certificate from taking either Practical or Academic oriented courses or both if students complete up to 15 credits each course.
- Achieve a minimum level of English proficiency as stipulated by the IBA department. English Proficiency Level requirement for graduation: a. GEPT of High- Intermediate-First Stage b. TOEFL PBT/ITP/IBT of scoring 527/527/70 c. TOEIC 750 d. IELTS of level 5.5 e. Cambridge Main Suite of level First Certificate in English (FCE) f. BULATS of ALTE Level 3 g. NETPAW of High- Intermediate-First Stage.
- Students are required to study abroad prior to graduation. Regarding "International Studies" program please refer to "Regulations for Implementation of International Studies for Students of International College at I-Shou University".
- Students who wish to participate in an internship have to submit an application. The students can intern domestic or abroad after their applications are reviewed and approved by the school. Students interning domestic or abroad should understand that their enrolment is limited to 9 credits for that semester. Internships will only be considered on a case-by-case basis. Intern abroad can be counted as "International Studies".

**Department of International Business Administration**  
**Curriculum Design for Academic Year 2021**

Category			Course Code	Course Title	Credits	Credit Requirement	Year Semester
General Education	Core Courses	Language Ability	A85A01	Chinese Literature	3	9 Required Credits	Year 1, Fall
			A85A02	English Reading	3		Year 1, Fall
			A85A03	English Writing and Composition	3		Year 1, Spring
		Literacy and Humanity A85A04	A85AC1	Modern Culture & History	3	3 Required Credits (4 choose 1) Second and above can be counted as IC GE.	Year 1, Spring
			A85AC2	World Culture			
			A85AC3	Presentation Skills			
			A85AC4	Second Language			
		A93AN1001	A93A29	Smart Tech 101	2	6 Required Credits	Year 1, Fall
		Basic medical literacy	A93A28	Unraveling the Mystery of Health	2		Year1, Spring
		Information Ability	A93A20	Programming Language	2		Year 2, Spring
	Service Education Courses	A93A17	Service Education I	0	0 Required Credits	Year 1, Fall	
		A93A18	Service Education II	0		Year 1, Spring	
	Physical Education	A93A15	Physical Education I	0	0 Required Credits	Year 2, Fall	
		A93A16	Physical Education II	0		Year 2, Spring	
	Liberal Arts Education	TBA	IC GE	3	12 Elective Credits	TBA	
		TBA	IC GE	3		TBA	
		TBA	IC GE	3		TBA	
		TBA	IC GE	3		TBA	
College-required Courses			A85E01	Management and Managerial Practice	3	18 Required Credits	Year 1, Spring
			A85805	Economics I	3		Year 1, Fall
			A85803	Statistics I	3		Year 1, Spring
			A85808	Data Processing	3		Year 1, Fall
			A85806	Marketing Management	3		Year 2, Fall
			A85807	Human Resource Management	3		Year 2, Fall
Departmental Required Courses	Academic Courses	A77134	Accounting I	3	32 Required Credits	Year 1, Fall	
		A77115	Introduction to International Business	3		Year 1, Fall	
		A77133	Seminar on International Business Administration	1		Year1, Fall	
		A77126	Organizational Behavior	3		Year 2, Fall	
		A77225	Ethics and Social Responsibility	3		Year 2, Fall	
		A77223	Operations	3		Year 2, Spring	

Category		Course Code	Course Title	Credits	Credit Requirement	Year Semester
			Management			
		A77351	Financial Management	3		Year 2, Spring
	Practical Courses	A77201	English Speaking and Listening I	3		Year 2, Fall
		A77202	English Speaking and Listening II	3		Year 2, Spring
		A77301	Business English Conversation I	3		Year 3, Fall
		A77302	Business English Conversation II	3		Year 3, Spring
		A77410	Special Project	1		Year 4, Fall
	Graduation Regulations	A77600	English Proficiency	0	0 Required Credits	Year 4
		A77390	International Studies	0		Year 4
	Capstone Courses	A77429	Strategic Management	3	3 Required Credits	Year 4, Spring
Departmental Electives	Academic Courses	A77369	Supply Chain Management (K)	3	Electives <b>30</b> Credits At least take 15 credits for IMKT: K or IMGT: G	Year 3
		A77372	Marketing Research (K)	3		Year 3
		A77373	Consumer Behavior (K)	3		Year 3
		A77413	Project Management (K)	3		Year 4
		A77445	Technology and Innovation Management (K)	3		Year 4
		A77327	Small Business Entrepreneurship (G)	3		Year 3
		A77366	Business Environments (G)	3		Year 3
		A77444	Foundations of Organizational Development (G)	3		Year 3
		A77216	International Business Management (G)	3		Year 4
		A77331	Leadership (G)	3		Year 4
		A77344	Cross-Cultural Management(G)	3		Year 4
		A77118	Accounting II	3		Year 1
		A77119	Economics II	3		Year 1
		A77120	Principles of Marketing	3		Year 2
		A77121	Statistics II	3		Year 2
		A77122	International Marketing	3		Year 2

Category		Course Code	Course Title	Credits	Credit Requirement	Year Semester
		A77132	Organization Theory	3		Year 2
		A77135	Personal Finance	3		Year 1, Spring
		A77320	Research Method	3		Year3
	Practical Courses	A77434	Services Marketing (K)	3		Year 3
		A77374	Strategic Marketing (K)	3		Year 4
		A77430	Electronic Marketing (K)	3		Year 4
		A77368	Innovation, Creativity and Change (G)	3		Year 3
		A77422	Group Communications and Team Building (G)	3		Year 3
		A77367	International Business Protocols and Etiquette (G)	3		Year 4
		A77217	Special Topic in International Management I	3		Year 2
		A77233	Special Topic in International Marketing I	3		Year 2
		A77228	Special Topic in International Management II	3		Year 2
		A77229	Special Topic in International Marketing II	3		Year 2
		A77236	Overseas Study	0		Year 3
		A77352	Financial Statement Analysis	3		Year 3
		A77431	Training and Development	3		Year 3
		A77423	International Recruitment and Selection	3		Year 4
		A77446	International Business Magazine Reading	3		Year 4
		A77447	Business English Writing	3		Year 4
		A77130	Study Skills for ESL Learners **	3		Year 1
	Off-campus Internship	A77357	Industry Internship-International Management I	3	At least take 9 credits	Year 3
		A77362	Industry Internship - International Marketing I	3		Year 3
		A77375	Industry Internship-International	3		Year 3

Category		Course Code	Course Title	Credits	Credit Requirement	Year Semester
			Management II			
		A77376	Industry Internship-International Management III	3		Year 3
		A77377	Industry Internship - International Marketing II	3		Year 3
		A77378	Industry Internship - International Marketing III	3		Year 3
	Other Electives	A77238	Legal Environment of Business	3	At least take 15 Credits out of Elective Credits	Year 2
		A77235	Managerial Psychology	3		Year 2
		A77324	The Economics of Development	3		Year 3
		A77326	Problem Solving and Decision Making	3		Year 3
		A77347	Competiveness of Nations	3		Year 3
		A77411	Introduction to Logistics	3		Year 3
		A77435	Cross-Cultural Marketing	3		Year 4
		A77330	Knowledge Management	3		Year 3
		A77113	Managerial Mathematics**	3		Year 1
		A77448	Introduction to Artificial Intelligence	3		Year 3
		A77449	Deep Learning Neural Network	3		Year 4

\*\*A77130 "Study Skills for ESL Learners", and A77113 "Managerial Mathematics" are electives courses but it's necessary to choose the courses for freshmen students and will be added manually by the IBA department.

**I-SHOU UNIVERSITY**  
**Department of International Business Administration**  
**4-Year Curriculum for Students Admitted in Academic Year 2021**

**\* Credits Required for Graduation at the Department of IBA: 128**

1. GE Required Credits: 18
2. GE Elective Credits (Liberal Arts Education): 12
  - a. The second and above “4 choose 1” core course can be counted as GE Elective.
  - b. English taught ISU GE electives can be counted as IC GE but no more than 6 credits.
3. Service Education Required Credits: 0
4. PE Required Credits: 0
5. College-required Credits: 18
6. Departmental Required Credits: 35, including Academic Courses: 16, Practical Courses: 16, Capstone Courses: 3.
7. Department Elective Credits: 30 (Students may take academic courses, practical courses or elective courses to fulfill the requirement of department elective credits)
  - A. Academic Courses: 15 credits: Take 15 credits out of 51 credits.
  - B. Practical Courses: 15 credits: Take 15 credits out of 48 credits
8. Elective Credits: 15  
 However, students should not take more than 15 elective credits from other departments than their own department ; Maximum of 3 credits from International College GE Liberal Arts Education will be approved.

**Note:**

1. Students must satisfy the minimum English proficiency level which as stipulated by the IBA department.
2. Students are required to study abroad prior to graduation. Regarding “International Studies” program please refer to” Regulations for Implementation of International Studies for Students of International College at I-Shou University”.

**Freshman Year ( 2020 )**

Category	Code	Course	Fall	Spring	C/E	Remarks
<b>GE</b>	A85A01	Chinese Literature	3		C	Core
	A85A02	English Reading	3		C	Core
	A93A17	Service Education I	0		C	
	A93A18	Service Education II		0	C	
	A85A03	English Writing and Composition		3	C	Core
	A85A04	Literacy and Humanity (4 choose 1)		3	C	Core
	A93A28	Unraveling the Mystery of Health		2	C	Core
	A93A29	Smart Tech 101	2		C	
<b>IC Required Courses</b>	A85805	Economics I	3		C	
	A85808	Data Processing	3		C	
	A85803	Statistics I		3	C	
	A85E01	Management and Managerial Practice		3	C	
<b>IBA Core Courses</b>	A77134	Accounting I	3		C	
	A77115	Introduction to International Business	3		C	Academic
	A77133	Seminar on International Business Administration	1		C	Academic
<b>IBA Elective Course</b>	A77130	Study Skills for ESL Learners**	3		E	Practical
	A77118	Accounting II	3		E	Academic
	A77119	Economics II	3		E	Academic
	A77113	Managerial Mathematics**	3		E	
	A77135	Personal Finance	3		C	
<b>Total Required credits for this year</b>			<b>35</b>			

**Sophomore Year ( 2021 )**

Category	Code	Course	Fall	Spring	C/E	Remarks
<b>GE</b>	A93A15	Physical Education I	0		C	
	A93A16	Physical Education II		0	C	
	A93A20	Programming Language		2	C	
<b>IC Required Courses</b>	A85806	Marketing Management	3		C	
	A85807	Human Resource Management	3		C	
<b>IBA Core Courses</b>	A77201	English Speaking and Listening I	3		C	Practical
	A77126	Organizational Behavior*	3		C	Academic
	A77225	Ethics and Social Responsibility	3			Academic
	A77202	English Speaking and Listening II		3	C	Practical
	A77223	Operations Management		3	C	Academic
	A77351	Financial Management		3	C	Practical
<b>Electives</b>	A77217	Special Topic in International Management I	3		E	Practical
	A77233	Special Topic in International Marketing I	3		E	Practical
	A77228	Special Topic in International Management II	3		E	Practical
	A77229	Special Topic in International Marketing II	3		E	Practical
	A77235	Managerial Psychology	3		E	
	A77238	Legal Environment of Business	3		E	
	A77120	Principles of Marketing	3		E	Academic
	A77121	Statistics II	3		E	Academic
	A77122	International Marketing	3		E	Academic
	A77132	Organization Theory	3		E	Academic
<b>Total Required credits for this year</b>			<b>26</b>			

\*A77126 Organizational Behavior and A85801 Management with passing score 60 are prerequisites for all G concentration electives.

**Junior Year ( 2022 )**

Category	Code	Course	Fall	Spring	C/E	Remarks
<b>IBA Core Courses</b>	A77301	Business English Conversation I	3		C	Practical
	A77302	Business English Conversation II		3	C	Practical
<b>Electives</b>	A77434	Services Marketing	3		E	Practical /K
	A77369	Supply Chain Management	3		E	Academic /K
	A77372	Marketing Research	3		E	Academic /K
	A77373	Consumer Behavior	3		E	Academic /K
	A77327	Small Business Entrepreneurship	3		E	Academic /G
	A77366	Business Environments	3		E	Academic /G
	A77368	Innovation, Creativity and Change	3		E	Practical /G
	A77422	Group Communications and Team Building	3		E	Practical /G
	A77444	Foundations of Organizational Development	3		E	Academic /G
	A77236	Overseas Study	0		E	Practical
	A77324	The Economics of Development	3		E	
	A77326	Problem Solving and Decision Making	3		E	
	A77347	Competiveness of Nations	3		E	
	A77352	Financial Statement Analysis	3		E	Practical
	A77357	Industry Internship- International Management I	3		E	Off Campus
	A77362	Industry Internship - International Marketing I	3		E	Off Campus
	A77375	Industry Internship- International Management II	3		E	Off Campus
	A77376	Industry Internship- International Management III	3		E	Off Campus
	A77377	Industry Internship - International Marketing II	3		E	Off Campus
	A77378	Industry Internship - International Marketing III	3		E	Off Campus
	A77411	Introduction to Logistics	3		E	
	A77431	Training and Development	3		E	Practical
	A77330	Knowledge Management	3		E	
	A77320	Research Method	3		E	Academic
	A77448	Introduction to Artificial Intelligence	3		E	
<b>Total Required credits for this year</b>			<b>6</b>			



### Senior Year ( 2023 )

Category	Code	Course	Fall	Spring	C/E	Remarks
<b>IBA Core Courses</b>	A77429	Strategic Management		3	C	Capstone
	A77410	Special Project	1		C	Practical
	A77600	English Proficiency	0		C	Graduation Regulations
	A77390	International Studies	0		C	
<b>Electives</b>	A77374	Strategic Marketing	3		E	Practical /K
	A77413	Project Management	3		E	Academic /K
	A77430	Electronic Marketing	3		E	Practical /K
	A77445	Technology and Innovation Management	3		E	Academic /K
	A77216	International Business Management	3		E	Academic /G
	A77331	Leadership	3		E	Academic /G
	A77344	Cross-Cultural Management	3		E	Academic /G
	A77367	International Business Protocols and Etiquette	3		E	Practical /G
	A77423	International Recruitment and Selection	3		E	Practical
	A77435	Cross-Cultural Marketing	3		E	
	A77446	International Business Magazine Reading	3		E	Practical
	A77447	Business English Writing	3		E	Practical
	A77449	Deep Learning Neural Network	3		E	
<b>Total Required credits for this year</b>			4			

Note: IBA department may change the courses above to meet the students' need.