

# I-SHOU UNIVERSITY

## Program in International Business Administration

### 4-Year Curriculum for Students Admitted in Academic Year 2024

**\* Credits Required for Graduation: 128, breakdown as shown in the following nine items: 128**

1. General Education Required Credits: **15**
2. General Education Elective (Liberal Arts Education) Credits: **10** (a maximum of 6 credits of ISU GE English-taught elective courses by other colleges can be accepted) Exploring Aesthetics with AI can be included in the general liberal arts electives.
3. Physical Education Required Credit: **0**
4. International College Required Credits: **12**
5. Program Required Credits: **33**
6. Program Elective Credits: **29** (credits from other IC departments/programs English-taught required courses can be accepted)
7. International College Interdisciplinary Elective Credits: **9** (English-taught required courses and/or English-taught elective courses of other IC departments/ programs)
8. Other Elective Credits: **20** (credits from the overseas study, English-taught elective courses of IBA or other departments/programs of the International College, and interdisciplinary English-taught courses from other colleges; the course name of these interdisciplinary English-taught courses from other colleges cannot be the same as the program required courses and must be approved by the Program in advance before course enrolment) Exploring Aesthetics with AI can be included in the other electives credits.

**Remarks:**

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 (2024)

| Category                                    | Code   | Course   | Fall      | Spring | R/E | Remarks  |
|---|--------|--|-----------|--------|-----|----------|
| <b>GE</b>                                   | A85A01 | Chinese Literature                             | 3         |        | R   |          |
|   | A85A02 | English Reading                                | 3         |        | R   |          |
|   | A85A03 | English Writing and Composition                |           | 3      | R   |          |
|   | A93A28 | Unraveling the Mystery of Health               |           | 2      | R   |          |
|   | A93A29 | Smart Tech 101                                 | 2         |        | R   |          |
| <b>IC Core Courses</b>                      | A85812 | Economics                                      | 3         |        | R   |          |
|   | A85810 | Data Analysis for Business and Decision Making | 3         |        | R   |          |
|   | A85E04 | Statistics                                     |           | 3      | R   |          |
|   | A85F04 | Application for Statistics                     |           | 0      | R   |          |
|   | A85811 | Management                                     |           | 3      | R   |          |
| <b>IC Elective Courses</b>                  | A85121 | Exploring Aesthetics with AI                   |           | 2      | E   |          |
| <b>Required Courses</b>                     | A27134 | Accounting                                     | 3         |        | R   |          |
|   | A27115 | Introduction to International Business         | 3         |        | R   | Academic |
|   | A27133 | Industry and Career Insights                   | 1         |        | R   | Academic |
| <b>Elective Courses</b>                     | A27118 | Managerial Accounting                          | 3         |        | E   | Academic |
|   | A27119 | Managerial Economics                           | 3         |        | E   | Academic |
|   | A27105 | Presentation and Communication Skills          | 3         |        | E   |          |
| <b>Total Required credits for this year</b> |        |  | <b>32</b> |        |     |          |

### Sophomore Year (2025)

| Category                                    | Code   | Course                    | Fall      | Spring | R/E | Remarks   |
|---|--------|---------------------------|-----------|--------|-----|-----------|
| <b>GE</b>                                   | A93A15 | Physical Education I      | 0         |        | R   |           |
|   | A93A16 | Physical Education II     |           | 0      | R   |           |
|   | A93A20 | Programming Language      |           | 2      | R   |           |
| <b>Required Courses</b>                     | A27231 | Human Resource Management | 3         |        | R   |           |
|   | A27223 | Operations Management     | 3         |        | R   | Academic  |
|   | A27126 | Organizational Behavior   |           | 3      | R   | Academic  |
|   | A27351 | Financial Management      |           | 3      | R   | Practical |
|   | A27244 | Marketing Management      |           | 3      | R   |           |
| <b>Elective Courses</b>                     | A27121 | Advanced Statistics       | 3         |        | E   | Academic  |
|   | A27122 | International Marketing   | 3         |        | E   | Academic  |
|   | A27132 | Organization Theory       | 3         |        | E   | Academic  |
|   | A27242 | Marketing Analysis        | 3         |        | E   |           |
| <b>Total Required credits for this year</b> |        |                           | <b>17</b> |        |     |           |

### Junior Year (2026)

| Category                                    | Code   | Course                           | Fall     | Spring | R/E | Remarks   |
|---|--------|----------------------------------|----------|--------|-----|-----------|
| <b>Required Courses</b>                     | A27303 | Business Law                     | 2        |        | R   | Practical |
|   | A27320 | Research Method                  |          | 3      | R   | Practical |
| <b>Elective Courses</b>                     | A27434 | Services Marketing               | 3        |        | E   | Practical |
|   | A27372 | Marketing Research               | 3        |        | E   | Academic  |
|   | A27373 | Consumer Behavior                | 3        |        | E   | Academic  |
|   | A27352 | Financial Statement Analysis     | 3        |        | E   | Practical |
|   | A27330 | Knowledge Management             | 3        |        | E   |           |
|   | A27368 | Creative Thinking and Innovation | 3        |        | E   |           |
|   | A27376 | Internship I                     | 3        |        | E   | Off       |
|   | A27377 | Internship II                    | 3        |        | E   | Off       |
|   | A27378 | Internship III                   | 3        |        | E   | Off       |
| <b>Total Required credits for this year</b> |        |                                  | <b>5</b> |        |     |           |

### Senior Year (2027)

| Category                                    | Code   | Course                                  | Fall     | Spring | R/E | Remarks                |
|---|--------|---|----------|--------|-----|------------------------|
| <b>Required Courses</b>                     | A27409 | Special Topics Research in Management   | 3        |        | R   |                        |
|   | A27410 | Capstone Project                        |          | 3      | R   | Capstone               |
|   | A27600 | English Proficiency                     | 0        |        | R   | Graduation Regulations |
|   | A27390 | International Studies                   | 0        |        | R   |                        |
| <b>Elective Courses</b>                     | A27374 | Strategic Management and Marketing      | 3        |        | E   | Practical /K           |
|   | A27413 | Project Management                      | 3        |        | E   | Academic               |
|   | A27430 | E-Commerce and Internet Marketing       | 3        |        | E   | Practical /K           |
|   | A27445 | Technology and Innovation Management    | 3        |        | E   | Academic               |
|   | A27331 | Leadership                              | 3        |        | E   | Academic               |
|   | A27344 | Cross-Cultural Management               | 3        |        | E   | Academic               |
|   | A27435 | Cross-Cultural Marketing                | 3        |        | E   |                        |
|   | A27449 | Deep Learning Neural Network            | 3        |        | E   |                        |
|   | A27448 | Introduction to Artificial Intelligence | 3        |        | E   |                        |
|   | A27404 | FinTech                                 | 3        |        | E   |                        |
| <b>Total Required credits for this year</b> |        |   | <b>6</b> |        |     |                        |

