## Tainan University of Technology Courses Sequence for 4-year Bachelor Program in Division of Advertising and Digital Marketing, Department of Business Administration(draft) (Applicable to Newly-Admitted Students for 110 Academic Year)

| Year                     | Year 1   |              |          |       | Year 2                               |             |           | Year 3                                |             |         |        | Year 4                               |       |                  | 1                            |  |  |  |  |  |
|--------------------------|--|--------------|----------|-------|--------------------------------------|-------------|-----------|---------------------------------------|-------------|---------|--------|--------------------------------------|-------|------------------|------------------------------|--|--|--|--|--|
|                          | Iedi I   | fall spring  |          |       | Ical 2                               | fall spring |           | Ieal 5                                | fall spring |         |        | fo                                   |       | 11 spring        | Total Credits                |  |  |  |  |  |
| Study Area               | Title  |              |          |       | Title                                |             |           | Title                                 |             |         |        | Title                                |       |                  | lotal Credits                |  |  |  |  |  |
|                          |  | Credit Hr    |          |       |                                      |             | Credit Hr |                                       | Credit      | Irs Cre | dit Hr | 5                                    | Credi | t Hrs Credit Hrs |                              |  |  |  |  |  |
|                          | Application of Computer and Information        |              |          | *     | Sophomore English                    | 2 2         | * *       |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Multiple service of Learning I                 | 1 1          |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Native Language I                              | 2 2          |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Practical English I                            | 2 2          |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Physical Education and Sports I                | 2 2          |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| General                  | Physical Education and Sports II               |              | 2        | 2     |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| Euucation                | Practical English II                           |              |          | 2     |                                      |             |           |                                       |             |         |        |                                      |       |                  | Credits Required: 20         |  |  |  |  |  |
|                          | Industry Development Trend and Career Planning | * *          |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Native Language II                             |              |          | 2     |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Multiple service of Learning II                |              | _        | 1     |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| l                        | Multiple service of Learning II                | _            | 1        | 1     |                                      |             |           |                                       |             |         |        |                                      |       |                  | -                            |  |  |  |  |  |
|                          |  |              |          | 0     |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Subtotal                                       | 9 9          |          | 9     | Subtotal                             | 2 2         |           | Subtotal                              | 0           |         |        | Subtotal                             |       | 0 0 0            |                              |  |  |  |  |  |
| General                  | General Education Elective Course(s)           | 0 0          | 0        | 0     | General Education Elective Course(s) | 2 2         | 2 2       | General Education Elective Course(s)  | 2           | 2 5     | 2 2    | General Education Elective Course(s) | 0     | 0 0 0            | 1                            |  |  |  |  |  |
| Education                |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  | Minimum Credits Required: 8  |  |  |  |  |  |
| Elective                 | Subtotal                                       | 0 0          |          | 0     | Subtotal                             | 2 2         | 2 2       | Subtotal                              | 2           | 2 2     | 2 2    | Subtotal                             | 0     | 0 0 0            |                              |  |  |  |  |  |
| I I                      | ★Business Administration                       | 2 2          |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| College                  | Accounting I                                   | 3 4          |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  | Credits Required: 5          |  |  |  |  |  |
| Core                     |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  | Credits Required: 5          |  |  |  |  |  |
|                          | Subtotal                                       | 5 6          | 0        | 0     | Subtotal                             | 0 0         | 0 0       | Subtotal                              | 0           | 0 (     | ) 0    | Subtotal                             | 0     | 0 0 0            |                              |  |  |  |  |  |
|                          | ★Introduction of Creativity                    | 2 2          |          |       | Financial Management                 | 3 3         |           | Practical Project I                   |             | 2       | -      | ous to tar                           |       |                  |                              |  |  |  |  |  |
|                          | Legal Environment                              | 3 3          |          |       | ★Human Resource Management           | 3 3         |           | Operations Management                 |             | 3       |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Economics I                                    | 3 3          |          |       | Statistics I                         | 3 3         |           | ★Consumer Behavior                    | •           | 2       |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Economics II                                   | 0 0          |          | 2     | ★Advertising                         | 2 2         |           | ★Electronic Commerce                  | -           | 2       |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       | Statistics II                        | 2 2         |           | ★Public Image                         | 2           |         |        |                                      |       |                  | Credits Required: 55         |  |  |  |  |  |
|                          | Accounting II                                  | _            |          |       |                                      |             |           |                                       |             |         | 2 2    |                                      |       |                  | creatts Requireu: 55         |  |  |  |  |  |
|                          | Calculus                                       |              |          |       | Information Management               |             |           | ★Digital Marketing Strategic Planning |             |         | 3 3    |                                      |       |                  |                              |  |  |  |  |  |
| I F                      | ★Management                                    | _            | Z        | 2     | ★Marketing Management                |             | 3 3       | Practical Project II                  |             | i       | 2 2    |                                      |       |                  | -                            |  |  |  |  |  |
|                          |  |              | _        |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| -                        | Subtotal                                       | 8 8          |          |       | Subtotal                             |             | 9 9       |                                       | 9           |         |        |                                      |       | 0 0 0            |                              |  |  |  |  |  |
|                          | Department Elective                            | 1 1          | 1        | 1     | Department Elective                  | 1 1         | 5 5       | Department Elective                   | 7           | 7 '     | 7 7    | Department Elective                  | 9     | 9 9 9            |                              |  |  |  |  |  |
| t                        |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  | Minimum Credits Required: 40 |  |  |  |  |  |
| Elective                 | Subtotal                                       | 1 1          |          |       | Subtotal                             | 1 1         |           |                                       | 7           |         |        |                                      |       | 9 9 9            |                              |  |  |  |  |  |
|                          | Total Credits                                  | 23 24        | 4 21     | 22    | Total Credits                        | 16 16       | 16 1      |                                       | 18          | 18 1    | 6 16   | Total Credits                        | 9     | 9 9 9            |                              |  |  |  |  |  |
|                          | Credits Requirement of Graduation              |              |          |       |                                      |             |           | 128                                   |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          | Degree   |              |          |       |                                      |             |           | 管理學學士 (Bachelor of Busine             | ess Admin   | istrati | on)    |                                      |       |                  |                              |  |  |  |  |  |
| 「*」Provi                 | ded either in Fall or in Spring semester. 「★」  | Required cou | rses for | mino: | r. ∘ 「◎」Grouping Teaching。           |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  | •            |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| Ν                        |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| 0                        |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| Т                        |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| E                        |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| S                        |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
| I I                      |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |
|                          |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       | 民間111年0          | 1月19日系課程委員會議修正通過。            |  |  |  |  |  |
| 八首111年11月13日亦來在安只首戰停止過過。 |  |              |          |       |                                      |             |           |                                       |             |         |        |                                      |       |                  |                              |  |  |  |  |  |

## Tainan University of Technology Courses Sequence for 4-year Bachelor Program in Division of Advertising and Digital Marketing, Department of Business Administration(draft) (Applicable to Newly-Admitted Students for 110 Academic Year)

| Year 4<br>Title<br>I and Compensation Management<br>mance Evaluation Management<br>s Internship I<br>se Internship<br>Practice Seminar I | 3<br>2<br>2<br>9           | Hrs Credit Hr | Total Credits        |
|--|----------------------------|---------------|----------------------|
| ing Management<br>1 and Compensation Management<br>mance Evaluation Management<br>5 Internship I<br>20 Internship<br>Practice Seminar I  | Credit<br>3<br>2<br>2<br>9 | Hrs Credit Hr |                      |
| l and Compensation Management<br>mance Evaluation Management<br>s Internship I<br>v Practice Seminar I                                   | 3<br>2<br>2<br>9           | 3             | S                    |
| l and Compensation Management<br>mance Evaluation Management<br>s Internship I<br>v Practice Seminar I                                   | 2<br>2<br>9                |               |                      |
| mance Evaluation Management<br>s Internship I<br>ce Internship<br>7 Practice Seminar I   | 2                          |               | -                    |
| s Internship I<br>ce Internship<br>7 Practice Seminar I  | 9                          | 2             | -                    |
| ce Internship<br>/ Practice Seminar I  |                            | 9             | -                    |
| Practice Seminar I   | 2                          |               | -                    |
|  | 9                          | 9             | -                    |
| national Marketing Management  | 3                          | 3             | -                    |
| Practice Seminar II  |                            | 9 9           | ,                    |
| ent Strategy and Core Competency   |                            | 3 3           | ,                    |
| s Internship II  |                            | 9 9           | ,                    |
| s Internship   |                            | 9 9           | ,                    |
| edge Management  |                            | 2 2           |                      |
| tional Human Resource Management   |                            | 2 2           |                      |
| tic management   |                            | 3 3           | , T                  |
|  |                            |               | -                    |
|  |                            |               | -                    |
|  |                            |               |                      |
|  |                            |               |                      |
|  |                            |               |                      |
|  |                            |               |                      |
|  |                            |               |                      |
|  |                            |               |                      |
|  |                            |               |                      |
|  |                            |               |                      |
|  |                            |               |                      |
|  | !                          |               | _                    |
|  |                            |               | _                    |
| Subtotal   | 30                         | 30 37 37      | 1                    |
|  | Subtotal                   | Subtotal 30   | Subtotal 30 30 37 37 |

| Date of Approval Records                                      |  |
|---|--|
| (Applicable to Newly-Admitted Students for 110 Academic Year) |  |
| Date of Approval  |  |
| 民國110年04月19日系課程委員會議修正通過。                                      |  |
| 民國110年04月20日院課程委員會議備查。  |  |
| 民國110年05月13日校課程委員會議修正通過。                                      |  |
| 民國110年06月16日教務會議通過。   |  |
| 民國110年12月16日系課程委員會議修正通過。                                      |  |
| 民國111年01月19日系課程委員會議修正通過。                                      |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |
|   |  |

NOTE