

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				Total Credits				
	Study Area	Title	fall		spring		Title	fall		spring		Title	fall		spring						
Credit			Hrs	Credit	Hrs	Credit		Hrs	Credit	Hrs	Credit		Hrs	Credit	Hrs	Credit	Hrs				
General Education Core	Application of Computer and Information	2	2	*	*	Sophomore English	2	2	*	*							Credits Required: 20				
	Multiple service of Learning I	1	1																		
	Native Language I	2	2																		
	Practical English I	2	2																		
	Physical Education and Sports I	2	2																		
	Physical Education and Sports II			2	2																
	Practical English II			2	2																
	Industry Development Trend and Career Planning	*	*	2	2																
	Native Language II			2	2																
	Multiple service of Learning II			1	1																
	Subtotal	9	9	9	9	Subtotal	2	2	0	0	Subtotal	0	0	0	0	Subtotal	0	0	0	0	
General Education Elective	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	2	2	General Education Elective Course(s)	0	0	0	0	Minimum Credits Required: 8
	Subtotal	0	0	0	0	Subtotal	2	2	2	2	Subtotal	2	2	2	2	Subtotal	0	0	0	0	
College Core	★Business Administration	2	2																		Credits Required: 5
	Accounting I	3	4																		
	Subtotal	5	6	0	0	Subtotal	0	0	0	0	Subtotal	0	0	0	0	Subtotal	0	0	0	0	
Department Core	★Introduction of Creativity	2	2			Financial Management	3	3			Practical Project I	2	2								Credits Required: 55
	Legal Environment	3	3			★Human Resource Management	3	3			Operations Management	3	3								
	Economics I	3	3			Statistics I	3	3			★Consumer Behavior	2	2								
	Economics II			3	3	★Advertising	2	2			★Electronic Commerce	2	2								
	Accounting II			3	4	Statistics II			3	3	★Public Image			2	2						
	Calculus			3	3	Information Management			3	3	★Digital Marketing Strategic Planning			3	3						
	★Management			2	2	★Marketing Management			3	3	Practical Project II			2	2						
	Subtotal	8	8	11	12	Subtotal	11	11	9	9	Subtotal	9	9	7	7	Subtotal	0	0	0	0	
Department Elective	Department Elective	1	1	1	1	Department Elective	1	1	5	5	Department Elective	7	7	7	7	Department Elective	9	9	9	9	Minimum Credits Required: 40
	Subtotal	1	1	1	1	Subtotal	1	1	5	5	Subtotal	7	7	7	7	Subtotal	9	9	9	9	
	Total Credits	23	24	21	22	Total Credits	16	16	16	16	Total Credits	18	18	16	16	Total Credits	9	9	9	9	
Credits Requirement of Graduation Degree		128 管理學學士 (Bachelor of Business Administration)																			
「*」 Provided either in Fall or in Spring semester. 「★」 Required courses for minor. 「◎」 Grouping Teaching.																					
N O T E S																					

Date of Approval Records
(Applicable to Newly-Admitted Students for 110 Academic Year)

Date of Approval	NOTE
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。	