Tainan University of Technology Courses Sequence for 4-year Bachelor Program in Division of Advertising and Digital Marketing, Department of Business Administration

(Applicable to Newly-Admitted Students for 111 Academic Year)																	
Year	Year 1		Year 2			Year 3				Year 4							
Study Area	Title	fall spring Credit Hrs Credit Hr	Title	fall Credit		spring edit Hr	Title	fall Credit	Hrs Credit	ng Hrs	Title	fall spring redit Hrs Credit Hrs	Total Credits				
	Multiple service of Learning I	1 1	Sophomore English	2	2	* *											
	Native Language I	2 2															
	Physical Education and Sports I	2 2															
	Industry Development Trend and Career Planning	2 2 * *															
General	Practical English I	2 2															
m	Practical English II	2 2											Credits Required: 20				
	Physical Education and Sports II	2 2											Credits Required. 20				
Core	Native Language II	2 2															
	Multiple service of Learning II	1 1															
1	Application of Computer and Information	* * 2 2															
i																	
	Subtotal	9 9 9 9	Subtotal			0 0		0	0 0	0		0 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 2	2	General Education Elective Course(s)	0 0 0 0					
Education													Minimum Credits Required: 8				
Elective	Subtotal	0 0 0 0	Subtotal	2	2	2 2	Subtotal	2	2 2	2	Subtotal	0 0 0 0					
	★Business Administration	2 2															
College	Accounting I	3 3											Credits Required: 5				
Core													creares acquired.				
	Subtotal	5 5 0 0	Subtotal			0 0		0	0 0	0	Subtotal	0 0 0 0					
	★Introduction of Creativity	2 2	Financial Management	3			Practical Project I	2	2								
	Economics I 3 3		★Human Resource Management		3		Operations Management	3 3									
	Legal Environment of business	3 3	Statistics I	3			★Consumer Behavior	2	2								
Departmen	Accounting II	3 3	★ Advertising	2			★Electronic Commerce	2	2								
t	Economics II	3 3	Statistics II				★Public Image		2	2			Credits Required: 55				
Core	Calculus	3 3 Information Managemen				3 3	★Digital Marketing Strategic Planning	3		3							
	★Management	2 2	★Marketing Management			3 3	Practical Project II		2	2							
										_							
	Subtotal	8 8 11 1				9 9		~	9 7	7		0 0 0 0					
Departmen	Department Elective	1 1 1 1	Department Elective	1	1	5 5	Department Elective	7	7 7	7	Department Elective	9 9 9 9	With College Day 1				
t								_		_			Minimum Credits Required: 4				
Elective	Subtotal	1 1 1 1				5 5			7 7			9 9 9 9					
	Total Credits	23 23 21 2	Total Credits	16	16	16 16	Total Credits	18	18 16	16	Total Credits	9 9 9 9					
Credits Requirement of Graduation 128 Degree 管理學生 (Bachelor of Business Administration)																	
Degree ##################################																	
· * _ Prov	ided either in Fall or in Spring semester. '★」	kequired courses for min	or.。 ∵ ⊝ j Grouping Teaching。														
i																	

民國111年06月15日教務會議通過。

Tainan University of Technology Courses Sequence for 4-year Bachelor Program in Division of Advertising and Digital Marketing, Department of Business Administration (Applicable to Newly-Admitted-Students-for 111 Academic Year)

				(A	pplicable	to Ne	ewly-Adı	nitted Students	for 111 Academic Year)								
Year	Year 1			Year 2					Year 3				Year 4				
Study Area	Title	fall	spring	Title	fall	l	spring		Title	fal	l	spring	Title	fal	1	spring	Total Credit
Study Area	Title	Credit Hrs	Credit Hrs	Title	Credit	Hrs	Credit	Hrs	Title	Credit	Hrs	Credit Hr	iltie	Credit	Hrs	Credit H	rs
	Introduction of Cultural Creativity	2 2		②Cultural Creativity Industry Management	2	2	4	(DStrategic	Human Resource Management	2	2		②Retailing Management	3	3		
	Green Management and Sustainable Management	2 2		②Service Marketing	2	2		(1)Manpower P	anning & Recruitment	2	2		①Reward and Compensation Management	2	2		
	②Internet Community and Communication	2 2		Web Design and Practice	2	2			elation Management	2	2		①Performance Evaluation Management	2			
	Business Japanese I	2 2		Advanced Business Software	2			Business Eng		2			Business Internship I	9			
	▲Business Management and Marketing	1 1		©Communication and Coordination		2			Resources Planning	3	3		Workplace Internship	2			
	Business Japanese II		2 2	①Leadership					reneurial Project Management	2	2		Industry Practice Seminar I	9			
	②Introduction to Digital Marketing		2 2	Digital Innovation		2			vation Management	2	2		②International Marketing Management		3		
	OStress and Emotion Management		2 2	Japanese Examination Counseling I	2	9			tion and Labor Law	3	3		2Strategic Management	Ť		3	3
	Financial Certificate Practice		1 1	Japanese Examination Counseling II		-	9		sentation in English		2		Industry Practice Seminar II			9	9
	Creativity Thinking and Application		2 2						oftware Application	2	2		Employment Strategy and Core Competency			3	
l	Enterprise Visiting		1 1	Big Data Decision and Marketing Application			3		urship Management	2	2		Business Internship II			9	~
l	Organization Theory and Management		9 9	②Internet Interactive Advertising			9		apanese Proficiency I	2	2		①International Human Resource Management			3	3
	Ocreativity and Organization	_	2 2	Data Collection and Big Data Analytic			3		apanese Proficiency II		- 2	9 9	Business Internship	-		9	0
Departmen	CCTeativity and Organization		2 2	2Chain Store Management			9		inary Autonomous Learning			2 2				2	0
t				Teamwork for Innovation					tistics Software Application		-	2 2	②Logistic management			3	2
Elective				①Human Resource Economics				2 Management C				2 2	@Logistic management			J.	0
				Marketing Certificate Counseling			1	1 Overseas Stu				2 2					
				Management Psychology			- 1		irce Analtics		-	2 2					
				Qmanagement rsychology			- 4		ertificate Practice		-	1 1					
											-	9 9					
									urce Management for Service Industry		-	L L					
									ning and Development		-	2 2					
									iness English		-	2 2					
									ciency Test			2 2					
									in Management			3 3					
								②Intellectu	al Property Rights Management			2 2					
	Subtotal		14 14		16	16	21	21	Subtotal	26	26	26 26	Subtotal	30	30	41	1
1		ester.'★」Requ	uired courses	for minor.。「◎」Grouping Teaching。①。②													
1	管院1. 須修畢商用日文(一)方可修讀商用日文(二)																
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民國111年06月15日教務會議通過。

Date of Approval Records (Applicable to Newly-Admitted Students for 111 Academic Year)

	(Applicable to Newly-Admitted Students for III Academic fear)	
	Date of Approval	NOTI
民國111年04月19日系課程委員會議通過。		
民國111年04月26日中心/院課程委員會議修正通過。		
民國111年05月18日校課程委員會議通過。		
民國111年06月15日教務會議通過。		