

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 112 Academic Year)

Year	Year 1				Year 2				Year 3				Year 4				Total Credits	
	Title		fall	spring	Title		fall	spring	Title		fall	spring	Title		fall	spring		
Study Area			Credit	Hrs	Credit	Hrs	Credit	Hrs	Credit	Hrs	Credit	Hrs	Credit	Hrs	Credit	Hrs		
General Education Core	Multiple service of Learning I		1	1	English for Specific Workplace		2	2	*	*								
	Native Language I		2	2													Credits Required: 20	
	Physical Education and Sports I		2	2														
	Practical English I		2	2														
	Industry Development Trend and Career Planning		2	2	*	*												
	Artificial Intelligence and Future of Digital Life		*	*	2	2												
	Practical English II				2	2												
	Physical Education and Sports II				2	2												
	Native Language II				2	2												
	Multiple service of Learning II				1	1												
<b>Subtotal</b>		<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
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)		0	0	0	0
	<b>Subtotal</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
College Core	★Business Administration		2	2													Credits Required: 5	
	Accounting I		3	3														
	<b>Subtotal</b>		<b>5</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>
Department Core	★Introduction of Creativity		2	2	★Human Resource Management		3	3	Practical Project I		2	2					Credits Required: 55	
	Economics I		3	3	Statistics I		3	3	Operations Management		3	3						
	Legal Environment of Business		3	3	Financial Management		3	3	★Consumer Behavior		2	2						
	Accounting II				3	3	★Advertising		2	2	★Electronic Commerce		2	2				
	Economics II				3	3	Statistics II				3	3	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		
	<b>Subtotal</b>		<b>8</b>	<b>8</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>0</b>	<b>0</b>		<b>0</b>
Department Elective	Department Elective		1	1	1	1	Department Elective		1	1	5	5	Department Elective		7	7	7	7
	<b>Subtotal</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>
	<b>Total Credits</b>		<b>23</b>	<b>23</b>	<b>21</b>	<b>21</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>18</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>
Credits Requirement of Graduation																128		
Degree																管理學學士 ( Bachelor of Business Administration )		

\* \* \* Provided either in Fall or in Spring semester. \* \* \* Required courses for minor. \* \* \* Grouping Teaching \*

NOTES																	



Date of Approval Records  
(Applicable to Newly-Admitted Students for 112 Academic Year)

Date of Approval	NOTE
民國112年03月09日中心/院課程委員會議通過。(通識)	
民國112年03月29日校課程委員會議通過。(通識)	
民國112年04月20日教務會議通過。(通識)	
民國112年04月14日系課程委員會議通過。	
民國112年04月25日中心/院課程委員會議備查。	
民國112年05月17日校課程委員會議備查。	
民國112年06月21日教務會議通過。	