

# Curriculum of the Department of International Business Administration (New Media International)

for 2023 students

Category	Course Title	Credits and Hours																Remarks			
		Total Credits	Total Hours	Freshman				Sophomore				Junior				Senior					
				Fall		Spring		Fall		Spring		Fall		Spring		Fall			Spring		
				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour	
University Cores	FRESHMAN ENGLISH	8	8	4	4	4	4														
	SOPHOMORE ENGLISH	8	8					4	4	4	4										
	JUNIOR ENGLISH	8	8									4	4	4	4						
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (I)	1	1	1	1																
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (II)	1	1			1	1														
	CLOUD TECHNOLOGY AND BUSINESS APPLICATION	2	2	2	2	(2)	(2)													1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	COMPUTATIONAL THINKING AND COMPUTER PROGRAMMING	2	2	(2)	(2)	2	2													1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	WORLD CIVILIZATION HISTORY	2	2	2	2	(2)	(2)	(2)	(2)	(2)	(2)										
	LOGICAL SPECULATION	2	2	(2)	(2)	2	2	(2)	(2)	(2)	(2)										
	Society, law, and Politics	2	2	2	2	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)							
	Nature and Aesthetics	2	2	(2)	(2)	2	2	(2)	(2)	(2)	(2)	(2)	(2)	(2)							
	Science and Popular Scientific Education	2	2	(2)	(2)	(2)	(2)	2	2	(2)	(2)	(2)	(2)	(2)	(2)						
	Advance courses and courses on studying Trans-district issues	2	2									2	2	(2)	(2)						
	PHYSICAL EDUCATION	4	4	2	2	2	2														
	SELECTED READINGS OF PAST AND PRESENT WORKPLACE LITERACY EXAMPLES	2	2	2	2																
	DIGITAL TEXT STORYTELLING SKILLS	2	2			2	2														
POWER OF THE WORKPLACE LITERACY	2	2					2	2	(2)	(2)									1 <sup>st</sup> or 2 <sup>nd</sup> semester		
<b>TOTAL</b>	<b>52</b>	<b>52</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>4</b>							
College Cores	CREATIVITY AND INNOVATION	3	3													3	3				
	<b>TOTAL</b>	<b>3</b>	<b>3</b>													<b>3</b>	<b>3</b>				
Departmental Cores	Business/ Management Foundation Course	ECONOMICS I	3	3	3	3															
		ECONOMICS II	3	3			3	3													
		ACCOUNTING (I)	3	3	3	3															
		ACCOUNTING (II)	3	3			3	3													
		MANAGEMENT	3	3	3	3															
		STATISTICS I	3	3					3	3											
		STATISTICS II	3	3							3	3									
	BUSINESS LAW	3	3					3	3												
	Business/ Management Professional Course	INTROD. TO INTER. BUSINESS MANAGEMENT	3	3			3	3													
		INTERNATIONAL MARKETING MANAGEMENT	3	3					3	3											
		FINANCIAL MANAGEMENT	3	3								3	3								
		INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3	3							3	3									
		BUSINESS STRATEGIES FOR INTERNATIONAL ENTERPRISES	3	3												3	3				
		GLOBAL LOGISTICS MANAGEMENT	3	3								3	3								
	Thesis	UNDERGRADUATE THESIS(I)	2	2										2	2						
		UNDERGRADUATE THESIS(II)	1	1										1	1			1	1		
Internship	JOB SHADOWING I	1	-													1	-				
	<b>TOTAL</b>	<b>47</b>	<b>46</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>		Internship 36hrs		
Department Electives	Operation/ Management Category	COST AND MANAGEMENT ACCOUNTING	3	3					3	3											
		<b>BUSINESS MATHEMATICS</b>	<b>3</b>	<b>3</b>					<b>3</b>	<b>3</b>											
		ANALYSIS OF FINANCIAL STATEMENTS	3	3							3	3									
		CORPORATE GOVERNANCE	3	3								3	3								
		ENTERPRISE AND GOVERNMENT	3	3								3	3								
		ENTERPRISE RESOURCE PLANNING	3	3										3	3						
		BUSINESS SIMULATION	3	3										3	3						
		PURCHASING AND SUPPLY MANAGEMENT	3	3										3	3						
		CASE STUDIES OF INTERNATIONAL BUSINESS	3	3												3	3				
		INNOVATION AND ENTREPRENEURSHIP	1	1															1	1	micro course
		CROSS-CULTURAL COMMUNICATION	3	3															3	3	
	INTERNATIONAL BUSINESS MERGERS & ACQUISITIONS	3	3															3	3		
	Human Resource Management Category	ORGANIZATIONAL BEHAVIOR	3	3					3	3											
		LEADERSHIP AND COMMUNICATION OF ORGANIZATION	3	3							3	3									
		INTERNATIONAL HUMAN RESOURCE DEVELOPMENT	3	3								3	3								
		TALENT DEVELOPMENT MANAGEMENT SYSTEM	3	3								3	3								
LABOUR CONDITIONS AND REGULATIONS		3	3										3	3							
Marketing Category	CONSUMER BEHAVIOR	3	3					3	3												
	INTERNATIONAL MARKETING PLANNING	3	3							3	3										
	INTERNATIONAL LOGISTICS MANAGEMENT	3	3								3	3							Whole-English instruction		
	SERVICES MARKETING	3	3								3	3									
	INTERNET MARKETING	3	3										3	3							

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		Total Credits	Total Hours	Freshman				Sophomore				Junior				Senior						
				Fall		Spring		Fall		Spring		Fall		Spring		Fall			Spring			
				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour		
International Economic and Trade Category	INTERNATIONAL TRADE PRACTICES	3	3					3	3													
	INTRODUCTION TO THE FINANCIAL MARKET	3	3					3	3													
	INTERNATIONAL FINANCE AND FOREIGN EXCHANGE	3	3							3	3											
	INTERNATIONAL SPECIAL TOPICS IN BUSINESS AND ECONOMIC	3	3									3	3									
	THE PRINCIPLE OF INVESTMENT	3	3											3	3							
	INTERNATIONAL FINANCIAL MANAGEMENT	3	3													3	3					
Internship	SUMMER INTERNSHIP I	2	-													2	-			Internship 160hrs		
	SUMMER INTERNSHIP II	4	-													4	-			Internship 320hrs		
	SEMESTER-BASED OFF-CAMPUS INTERNSHIP I	9	-													9	(9)	-		Internship 4.5months		
	SEMESTER-BASED OFF-CAMPUS INTERNSHIP II	9	-														9	-		Internship 4.5months		
	SEMESTER-BASED OVERSEAS INTERNSHIP I	9	-													9	(9)	-		Internship 4.5months		
	SEMESTER-BASED OVERSEAS INTERNSHIP II	9	-															9	-	Internship 4.5months		
Program Core	INTRODUCTION TO NEW MEDIA MARKETING	3	3	(3)	(3)	(3)	(3)													1 <sup>st</sup> or 2 <sup>nd</sup> semester		
	FOUNDATION OF THE INTERNET AUDIOVISUAL CREATIVITY	3	3					(3)	(3)	(3)	(3)									course offered by Dept. of Communication Arts		
	INTERNATIONAL MARKETING PLANNING	3	3					(3)	(3)	(3)	(3)									course offered by Dept. of International Business Administration		
	MARKETING PROJECTS USING NEW MEDIA	3	3															3	3			
New Media International Marketing Program	Program Elective	MUSIC AND SOUND EFFECT DESIGN	3	3	3	3															course offered by Dept. of Communication Arts	
		GUIDED READING OF SCRIPT	2	2	2	2															course offered by Dept. of Communication Arts	
		3D MODELING DESIGN	3	3			3	3														course offered by Dept. of Digital Content Application and Management
		WEB PAGE DESIGN PRACTICE	2	2					2	2												course offered by Dept. of Digital Content Application and Management
		SCRIPT WRITING	3	3					3	3												course offered by Dept. of Communication Arts
		SCREENWRITING AND DIRECTING	3	3					3	3												course offered by Dept. of Communication Arts
		WEB SERVICES ANALYTICS AND SEARCH ENGINE OPTIMIZATION	3	3							3	3										course offered by Dept. of Digital Content Application and Management
		INTRODUCTION TO SCREENWRITING AND DIRECTING	3	3							3	3										course offered by Dept. of Communication Arts
		SHORT FILM PRODUCTION(I)	3	3							3	3										course offered by Dept. of Communication Arts
		SHORT FILM PRODUCTION(II)	3	3									3	3								course offered by Dept. of Communication Arts
	SOCIAL MARKETING	2	2									2	2								course offered by Dept. of Digital Content Application and Management	
	LIVE STREAMING: PLANNING AND PRODUCTION	3	3									3	3								course offered by Dept. of Communication Arts	
	MARKETING AND DISTRIBUTION OF FILM AND TV PROGRAM	2	2									2	2								course offered by Dept. of Communication Arts	
	INTERNATIONAL TRADE PRACTICES	3	3									3	3								course offered by Dept. of International Business Administration	
	BIG DATA MARKETING	2	2										2	2							course offered by Dept. of Digital Content Application and Management	
	WINDOWS PROGRAMMING DESIGN	2	2										2	2							course offered by Dept. of Digital Content Application and Management	
	INTEGRATED APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3	3										3	3							course offered by Dept. of Digital Content Application and Management	
	ENTERPRISE RESOURCE PLANNING	3	3										3	3							course offered by Dept. of International Business Administration	
	INTERNET MARKETING	2	2										2	2							course offered by Dept. of Communication Arts	
	POST-PRODUCTION AND VISUAL PACKAGING	3	3												3	3					course offered by Dept. of Communication Arts	
PRACTICAL PROJECTS FOR SMART RETAIL	3	3												3	3					course offered by Dept. of Digital Content Application and Management		
E-COMMERCE IN PRACTICE	3	3												3	3					course offered by Dept. of Digital Content Application and Management		
INTERNET MULTIMEDIA NEWS REPORTING	3	3														2	2			course offered by Dept. of Communication Arts		

※ Graduation Total Credits are 131 Credits: School Compulsory 52 Credits + College Compulsory 3 Credits + Department Compulsory 47 Credits + Department elective 8 Credits + program courses 21 credits .

(1) Two professional certifications: one in the field of Department of International Business Administration and the other in the field of Digital Content Application and Management.

(2) Practical skill training: Prior to graduation, technically talented students must accumulate at least 80 hours earned from training or off-campus contests deemed beneficial by the department to the refinement of professional skills at camps, workshops, and industry-academia cooperation opportunities approved by the department.

(3) Students are required to complete at least 160 hours of external internship before graduation. (Excluding the 36-hour off-campus internship of JOB

※ Certificate regulation for graduation : 1. TOEIC score of 800 or above, or 2.A.P.S. Basic Procurement Certification, or 3. New Media Marketing Manager Certification, or 4. TBSA Advanced Marketing Planning Certification, or 5. ERP Planner or ERP Software Application Certification, or 6. International Trade Examination Certification, or 7. Bank Internal Control and Internal Audit Certification, or 8. Basic Corporate Internal Control Certification, or 9. Basic Corporate Governance Certification, or 10. Comprehensive Basic HR Management Certification.

Department elective 8 Credits + program courses 21 credits:

1. The 29 elective credits include maximum of 20 credits from department elective courses.

2. The elective credits include the maximum of 12 credits from Campus (Micro) Course Program.

Students who fulfilled the requirement of any Campus (Micro) Course Program after enrolling will also received a certificate of the program.

3. The credits earned from EMI courses except the courses from Department of International Business Administration can waive the Department Electives. The maximum credits open for waiver are 20.

※ Please apply for the self-directed learning course in accordance with the "Implementation Guidelines for Self-Learning Courses of Wenzao Ursuline University of Languages".

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				Fall		Spring		Fall		Spring		Fall		Spring		Fall			Spring	
				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour

- ※ The credits for internship courses must not exceed 9 credits.
- ※ Students select “Semester-based Internship(1)” or “Semester-based overseas internship I” must apply for approval by departmental committee in advance.
- ※ “Semester-based Internship(1)” or “Semester-based overseas internship I” course is only available for senior students; junior students apply for overseas professional internships may be examined individually.
- ※ Students have to pass the Language Proficiency Test standards required.
- ※ Students are required to satisfied other graduation requirements of the school.
- ★ For the required general education courses, must choose one course each from Society, law, and Politics group, Nature and Aesthetics group, Science and Popular Scientific Education group and Advance general education.
- ★ The exact list of general education course to be offered is subject to the arrangement of the General Education Center's course catalog of the academic year. Prior to graduation, please check whether you have fulfilled the course requirement for each group.
- ★ These elective courses listed are for reference only, please refer to the latest list on each department website every year to make sure the courses are available.
- ★ The elective courses offered by each deparment are department electives for students in that department. While for students from different departments, those courses only count as general elective courses. (Different in credit)
- ★ Should there be any changes in the course schedule of the department, please refer to the newest version.