

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

for 2025 students

Category	Course Title	Credits and Hours								Remarks	
		total	Freshman		Sophomore		Junior		Senior		
			Fall	Spring	Fall	Spring	Fall	Spring	Fall		Spring
University Cores	FRESHMAN ENGLISH	8	4	4							
	SOPHOMORE ENGLISH	8			4	4					
	JUNIOR ENGLISH	4					2	2			
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (I)	1	1								
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (II)	1		1							
	CLOUD TECHNOLOGY AND INTELLIGENT COMMERCE APPLICATIONS	2	2	(2)							1st or 2nd semester
	AI THINKING AND PROGRAMMING DESIGNS	2	(2)	2							1st or 2nd semester
	General Education Course	HUMANITIES AND ARTS	2	2	(2)	(2)	(2)	(2)	(2)		1st to 3rd grade, first or second semester
		ENVIRONMENT AND SUSTAINABILITY	2	(2)	2	(2)	(2)	(2)	(2)		1st to 3rd grade, first or second semester
		NATURE AND SCIENCE	2	2	(2)	(2)	(2)	(2)	(2)		1st to 3rd grade, first or second semester
		SOCIETY, LAW, AND POLITICS	2	(2)	2	(2)	(2)	(2)	(2)		1st to 3rd grade, first or second semester
		ADVANCE COURSES AND COURSES ON STUDYING TRANS-DISTRICT ISSUES	2					2	(2)		1st or 2nd semester
		CHOOSE ONE FROM ABOVE	2					(2)	2		1st or 2nd semester
	PHYSICAL EDUCATION I	2	2								optional physical education
	PHYSICAL EDUCATION II	2		2							optional physical education
	SELECTED READINGS OF PAST AND PRESENT WORKPLACE LITERACY EXAMPLES	2	2								
DIGITAL TEXT STORYTELLING SKILLS	2		2								
POWER OF THE WORKPLACE LITERACY	2			2	(2)					1st or 2nd semester	
TOTAL	48	15	15	6	4	4	4				
College Cores	CREATIVITY AND INNOVATION	3							3		
	TOTAL	3							3		
Departmental Cores	Business/ Management Foundation Course	ECONOMICS I	3	3							
		ECONOMICS II	3		3						
		ACCOUNTING (I)	3	3							
		ACCOUNTING (II)	3		3						
		MANAGEMENT	3	3							
		STATISTICS I	3			3					
		STATISTICS II	3				3				
		BUSINESS LAW	3			3					
	Business/ Management Professional Course	INTROD. TO INTER. BUSINESS MANAGEMENT	3		3						
		INTERNATIONAL MARKETING MANAGEMENT	3			3					
		FINANCIAL MANAGEMENT	3					3			
		INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3				3				
		BUSINESS STRATEGIES FOR INTERNATIONAL ENTERPRISES	3						3		
		GLOBAL LOGISTICS MANAGEMENT	3					3			
	Thesis	CORPORATE AND SOCIAL RESPONSIBILITY	2					2			
		UNDERGRADUATE THESIS (I)	1					1			
Thesis	UNDERGRADUATE THESIS (II)	1						1			
	JOB SHADOWING I	1						1		Internship 36hrs	
合計		47	9	9	9	6	6	3	5		
Management Category	COST AND MANAGEMENT ACCOUNTING	3			3						
	BUSINESS MATHEMATICS	3			3						
	ANALYSIS OF FINANCIAL STATEMENTS	3				3					
	CORPORATE GOVERNANCE	3					3				
	ENTERPRISE AND GOVERNMENT	3					3				
	ENTERPRISE RESOURCE PLANNING	3						3			
	BUSINESS SIMULATION	3						3			
	PURCHASING AND SUPPLY MANAGEMENT	3						3			
	CASE STUDIES OF INTERNATIONAL BUSINESS	3							3		
	INNOVATION AND ENTREPRENEURSHIP	1								1	Micro course
	CROSS-CULTURAL COMMUNICATION	3								3	
	INTERNATIONAL BUSINESS MERGERS & ACQUISITIONS	3								3	
Human Manag	ORGANIZATIONAL BEHAVIOR	3			3						
	LEADERSHIP AND COMMUNICATION OF ORGANIZATION	3				3					

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Departmental Electives	Resource Management	INTERNATIONAL HUMAN RESOURCE DEVELOPMENT	3					3							
		TALENT DEVELOPMENT MANAGEMENT SYSTEM	3					3							
		LABOUR CONDITIONS AND REGULATIONS	3						3						
	Marketing Category	CONSUMER BEHAVIOR	3			3									
		INTERNATIONAL MARKETING PLANNING	3				3								
		INTERNATIONAL LOGISTICS MANAGEMENT	3					3							
		SERVICES MARKETING	3					3							
		INTERNET MARKETING	3						3						
	International Economic	INTERNATIONAL TRADE PRACTICES	3			3									
		INTRODUCTION TO THE FINANCIAL MARKET	3			3									
		INTERNATIONAL FINANCE AND FOREIGN EXCHANGE	3				3								
		INTERNATION SPECIAL TOPICS IN BUSINESS AND ECONOMIC	3					3							
		THE PRINCIPLE OF INVESTMENT	3						3						
	Internship	INTERNATIONAL FINANCIAL MANAGEMENT	3							3					
		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/720hrs	
		SEMESTER-BASED OFF-CAMPUS INTERNSHIP II	9								9	9		Internship 4.5months/720hrs	
		SEMESTER-BASED OVERSEAS INTERNSHIP I	9								9	(9)		Internship 4.5months/720hrs	
	SEMESTER-BASED OVERSEAS INTERNSHIP II	9								9	-		Internship 4.5months/720hrs		
	New Media Inter-national Marketing Program	Program Core	NEW MEDIA MARKETING	2	(2)	(2)								1st or 2nd semester	
SELF-MEDIA PROGRAM PLANNING AND PRODUCTION I			3			(3)	(3)							course offered by Dept. of Communication Arts	
INTERNATIONAL MARKETING PLANNING			3			(3)	(3)							course offered by Dept. of International Business Administration	
MARKETING PROJECTS USING NEW MEDIA			3										3	Offered Independently by Each Department	
Program Elective		MUSIC AND SOUND EFFECT DESIGN	3	3											course offered by Dept. of Communication Arts
		GUIDED READING OF SCRIPT	2	2											course offered by Dept. of Communication Arts
		WEB PAGE DESIGN PRACTICE	2			2									course offered by Dept. of Digital Content Application and Management
		SCRIPT WRITING	3			3									course offered by Dept. of Communication Arts
		SCREENWRITING AND DIRECTING	3			3									course offered by Dept. of Communication Arts
		WEB SERVICES ANALYTICS AND SEARCH ENGINE OPTIMIZATION	2				2								course offered by Dept. of Digital Content Application and Management
		INTRDUCTION TO SCREENWRITING AND DIRECTING	3				3								course offered by Dept. of Communication Arts
		SHORT FILM PRODUCTION(I)	3				3								course offered by Dept. of Communication Arts
		SHORT FILM PRODUCTION(II)	3					3							course offered by Dept. of Communication Arts
		SOCIAL MEDIA MARKETING AND AI TOOLS APPLICATIONS	2					2							course offered by Dept. of Digital Content Application and Management
		SELF-MEDIA PROGRAM PLANNING AND PRODUCTION II	3					3							course offered by Dept. of Communication Arts
		MARKETING AND DISTRIBUTION OF FILM AND TV PROGRAM	2					2							course offered by Dept. of Communication Arts
		INTERNATIONAL TRADE PRACTICES	3					3							course offered by Dept. of International Business Administration
		BIG DATA MARKETING	2						2						course offered by Dept. of Digital Content Application and Management
		ENTERPRISE RESOURCE PLANNING	3						3						course offered by Dept. of International Business Administration
		INTERNET MARKETING	2						2						course offered by Dept. of Communication Arts
POST-PRODUCTION AND VISUAL PACKAGING	3								3				course offered by Dept. of Communication Arts		
PRACTICAL PROJECTS FOR SMART RETAIL	3									3			course offered by Dept. of Digital Content Application and Management		
INTERNET MULTIMEDIA NEWS REPORTING	3										2		course offered by Dept. of Communication Arts		

The total graduation requirement is 128 credits, including 48 credits of university core required courses, 3 credits of college core required course, 47 credits of department required courses, 5 credits of department electives, 15 credits of program courses, and 10 credits of general electives (including 4 credits of EMI courses).

### Definition and Regulations of General Elective Courses:

General elective courses refer to elective courses offered by various colleges, departments, and centers of the university. During the course of study, students must complete at least 10 credits of general elective courses, including a minimum of 4 credits from EMI (English as a Medium of Instruction) courses.

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<p>(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.</p> <p>(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.</p> <p>(3) Students are required to complete at least 160 hours of external internship before graduation. (Excluding the 36-hour off-campus internship of JOB SHADOWING I.)</p> <p>※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.</p> <p>※Department elective 5 Credits + program courses 15 credits:</p> <ol style="list-style-type: none"> <li>1. The elective credits include maximum of 20 credits from department elective courses.</li> <li>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.</li> <li>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.</li> </ol> <p>※Please apply for the self-directed learning course in accordance with the "Implementation Guidelines for Self-Learning Courses of Wenzao Ursuline University of Languages".</p> <p>※The credits for internship courses must not exceed 9 credits.</p> <p>※Students select "Semester-based Internship(1)" or "Semester-based overseas internship I" must apply for approval by departmental committee in advance.</p> <p>※ "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.</p> <p>※Students have to pass the Language Proficiency Test standards required.</p> <p>※Students are required to satisfied other graduation requirements of the school.</p> <p>★For the general education courses, must choose one course each from HUMANITIES AND ARTS, ENVIRONMENT AND SUSTAINABILITY, NATURE AND SCIENCE, SOCIETY, LAW, AND POLITICS and ADVANCE COURSES AND COURSES ON STUDYING TRANS-DISTRICT ISSUES and an additional course from any one of the groups, totaling 12 credits. Please make sure all required courses are completed before graduation.</p> <p>★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</p> <p>★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.</p> <p>★The elective courses offered by each department 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)</p> <p>★Should there be any changes in the course schedule of the department, please refer to the newest version.</p>											