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

for 2022 students

										Cre	dits a	nd H	ours								for 2022 students	
Category			Ţ	Н		Freshman				omore				nior				nior				
		Course Title	otal	otal	Fa	all	Spring		Fall		Spring		Fall		Spring		Fall		Sprin		Remaks	
			Total Credits	Total Hours	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		
			dits	urs	dit	Ĭ	dit	ŭ	dit	ür	dit	ŭ	dit	ur	dit	Ĭ	dit	Ĕ	dit	Ĭ		
		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	4	4														
		HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (II) CLOUD TECHNOLOGY AND BUSINESS APPLICATION	$\frac{1}{2}$	2	2	2	(2)	(2)													1 st or 2 nd semester	
		COMPUTATIONAL THINKING AND COMPUTER PROGRAMMING	2	2	(2)	(2)	2	2													1 or 2 semester 1 st or 2 nd semester	
		WORLD CIVILIZATION HISTORY	$\frac{2}{2}$	2	2	2	(2)		(2)	(2)	(2)	(2)									1 of 2 semester	
Univ	ersity	LOGICAL SPECULATION	2	2	(2)	(2)	2	2	(2)		(2)											
Со	res	Society, law, and Politics	2	2	2	2	(2)						(2)	(2)	(2)							
		Nature and Aesthetics	2	2	(2)	(2)	2	2	(2)		(2)											
		Science and Popular Scientific Education	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 SELECTED READINGS OF PAST AND PRESENT WORKPLACE LITERACY EXAMPLES	4 2	2	2	2	2	2														
		SELECTED READINGS OF PAST AND PRESENT WORKPLACE LITERACY EXAMPLES DIGITAL TEXT STORYTELLING SKILLS	2	2	2	2	2	2														
		POWER OF THE WORKPLACE LITERACY	2	2			Z		2	2	(2)	(2)									1 st or 2 nd semester	
		TOTAL	52	52	15	15	15	15	8	8	4	4	6	6	4	4					1 01 2 SCHICSTEI	
Col	lege	CREATIVITY AND INNOVATION	3	3													3	3				
Со	res	TOTAL	3	3													3	3				
		ECONOMICS I	3	3	3	3																
	Business/	ECONOMICS II	3	3			3	3														
		ACCOUNTING (I)	3	3	3	3	2	2														
	Management Foundation	ACCOUNTING (II)	3	3	2	3	3	3														
	Course	MANAGEMENT STATISTICS I	3	3	3	3			3	3												
		STATISTICS II	3	3					3	3	3	3										
		BUSINESS LAW	3	3					3	3												
		INTROD. TO INTER. BUSINESS MANAGEMENT	3	3			3	3														
Departmental Cores		INTERNATIONAL MARKETING MANAGEMENT	3	3					3	3												
	Business/ Management	FINANCIAL MANAGEMENT	3	3									3	3								
	Professional	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3	3							3	3										
	Course	BUSINESS STRATEGIES FOR INTERNATIONAL ENTERPRISES	3	3									_	_			3	3				
		GLOBAL LOGISTICS MANAGEMENT CORPORATE AND SOCIAL RESPONSIBILITY	2	2									3	3	2	2						
		UNDERGRADUATE THESIS(I)		1											1	1						
	Thesis	UNDERGRADUATE THESIS(II)	1	1											-		1	1				
	Intership	JOB SHADOWING I	1	-													1	-			Internship 36hrs	
		TOTAL	47	46	9	9	9	9	9	9	6	6	6	6	3	3	4	4				
		COST AND MANAGEMENT ACCOUNTING	3	3					3	3												
		ANALYSIS OF FINANCIAL STATEMANTS	3	3					3	3												
		CORPORATE GOVERNANCE	3	3							3	3	2	2								
		ENTERPRISE AND GOVERNMENT ENTERPRISE RESOURCE PLANNING	3	3									3	3								
	Operation/ Management	BUSINESS SIMULATION	3	3									3	3								
	Category	PURCHASING AND SUPPLY MANAGEMENT	3	3									3	J	3	3						
		CASE STUDIES OF INTERNATIONAL BUSINESS	3	3											3	3						
		INNOVATION AND ENTREPRENEURSHIP	3	3													3	3				
		CROSS-CULTURAL COMMUNICATION	3	3													3	3				
		INTERNATIONAL BUSINESS MERGERS & ACQUISITIONS	3	3															3	3		
		ORGANIZATIONAL BEHAVIOR	3	3					3	3	2	2										
	Human Resource	LEADERSHIP AND COMMUNICATION OF ORGANIZATION INTERNATIONAL HUMAN RESOURCE DEVELOPMENT	3	3							3	3	3	3								
	Management Category	TALENT DEVELOPMENT MANAGEMENT SYSTEM	3	3									3	3								
	Category	LABOUR CONDITIONS AND REGULATIONS	3	3									3	J	3	3						
Department Electives		CONSUMER BEHAVIOR	3	3					3	3												
Liectives		INTERNATIONAL MARKETING PLANNING	3	3							3	3										
	Marketing Category	INTERNATIONAL LOGISTICS MANAGEMENT	3	3									3	3							Whole-English instruction	
	<i>G y</i>	SERVICES MARKETING	3	3									3	3								
		INTERNET MARKETING	3	3					_	2					3	3						
I	l	INTERNATIONAL TRADE PRACTICES	3	3					3	3												

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		Credits and Hours																			
			Н	. 1		Fresl	hman	ı	:	Sopho	omor	e		Jur	nior		Senior				
Category		Course Title	ota	[ot:	Fa	Fall		Spring		all	Spi	ring	Fa	all	Spi	ring	Fa	all	Spring		
			Total Credits	Total Hours	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Remaks
	International	INTRODUCTION TO THE FINANCIAL MARKET	3	3					3	3											
	Economic and	INTERNATIONAL FINANCE AND FOREIGN EXCHANGE	3	3							3	3									
	Trade	INTERNATION SPECIAL TOPICS IN BUSINESS AND ECONOMIC	3	3									3	3							
	Category	THE PRINCIPLE OF INVESTMENT	3	3											3	3					
		INTERNATIONAL FINANCIAL MANAGEMENT	3	3													3	3			
		SUMMER INTERNSHIP I	2	-													2	-			Internship 160hrs
		SUMMER INTERNSHIP II	4	-													4	_			Internship 320hrs
	T . 11	SEMESTER-BASED OFF-CAMPUS INTERNSHIP I	9	-													9		(9)	-	Internship 4.5months
	Intership	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 MEDIAL MARKETING	3	3	(3)	(3)	(3)	(3)													1 st or 2 nd 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)											course offered by Dept. of International Business Administration
		MARKETING PROJECTS USING NEW MEDIA	3	3					(-)	(-)	(-)	(-)					3	3			anno dini ky lap, af kyjat i oma nyforini nak Manganan, lap, af i omaninina na nak lap, af inaninina binina shinkininin
		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
		INTRDUCTION TO SCREENWRITING AND DIRECTING	3	3							3	3									course offered by Dept. of Communication Arts
New Media Inter-		SHORT FILM PRODUCTION(I)	3	3							3	3									course offered by Dept. of Communication Arts
national		SHORT FILM PRODUCTION(II)	3	3									3	3							course offered by Dept. of Communication Arts
Marketing		SOCIAL MARKETING	2	2									2	2							course offered by Dept. of Digital Content Application and Management
Program	Program	LIVE STREAMING: PLANNING AND PRODUCTION	3	3									3	3							course offered by Dept. of Communication Arts
	Elective	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										3	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													3	3	2	2	course offered by Dept. of Communication Arts
		INTERNET WILLTIMEDIA NEWS REPORTING	3	3																	course oriered 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
- **Certificate regulation for graduation: 1.Level B ERP Planner, or 2.TOEIC 816 & ERP-Distribution Module, or 3.Certificate of Achievement for International Trade Certification Examination, or 4.TOEIC 879.

Department elective 8 Credits + program courses 21 credits:

- 1. The 29 elective credits include maximun of 20 credits from department elective courses.
- 2. The elective credits include the maximun 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 certicicate 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".
- *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.

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	Carres Title		Credits and Hours																	
		Н	T		Fres	hman	ı	5	Soph	omor	e		Jui	nior			Se	nior		
Catagory		otal	Cota	Fall		Spring		Domolea												
Category	Course Title	1 Credits	ıl Hours	Credit	Hour	Remaks														

- *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 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)
- ★Should there be any changes in the course schedule of the department, please refer to the newest version.