

中國文化大學國際暨外語學院 全球商務學士學位學程 必修科目表

115 學年度起入學新生實施

[illegible]

科 目 名 稱		規定 學分	一年級		二年級		三年級		四年級	
			上	下	上	下	上	下	上	下
半 導 體 學 群	普通物理學	6			3	3				
	普通化學	6			3	3				
	微積分	6			3	3				
	高分子有機材料	3					3			
	無機材料	3					3			
	電子學	3					3			
	光電概論	3					3			
	半導體製程與技術	3						3		
	半導體工程	3						3		
	半導體封裝	3						3		
	微機電系統	3						3		
半 導 體 學 群 必 修 學 分 合 計		42								
資 訊 科 技 學 群	普通物理學	6			3	3				
	普通化學	6			3	3				
	微積分	6			3	3				
	計算機概論	3					3			
	程式設計	3					3			
	多媒體系統	3					3			
	機率與統計	3					3			
	演算法	3						3		
	資料庫系統	3						3		
	作業系統	3						3		
	資訊安全	3						3		
資 訊 科 技 學 群 必 修 學 分 合 計		42								
傳 播 學 群	台灣新聞英文報導	3		3						
	文化創意產業	3		3						
	大眾傳播理論	3		3						
	國際新聞閱讀與解析	3			3					
	媒介產品理論與實踐	3			3					
	傳播心理學	3			3					
	說服傳播	3				3				
	宣傳媒介和產業	3				3				
	整合行銷傳播	3					3			
	網路直播行銷與運營	3					3			
	傳播數據分析基礎	3						3		
	數位多媒體影音與 AI 生成影片製作剪輯	3						3		
	廣告學	3							3	
	文化研究專題	3							3	
傳 播 學 群 必 修 學 分 合 計		42								
專 業 必 修 學 分 合 計		54								
必 修 學 分 總 計		74								
最 低 畢 業 學 分 數		128 學分								
其他修業規定：										
專業證照	大學部學生應需取得一張（含）以上與所選學群領域相關之專業證照，始得畢業。境外學生(包含外籍生、僑生、陸生、港澳生等)不在此限。									
全球競爭力檢定	通過全球競爭力檢定，依本校「大學部學生全球競爭力檢定實施辦法」辦理，詳細資訊請參考教務組網頁。 https://reg.pccu.edu.tw/									
倫理課程	參與「職業倫理」、「中華文化專題」，依本校「職業倫理教育實施要點」及「中華文化專題講座實施要點」辦理，詳細資訊請參考綜合業務組網頁。 https://cur.pccu.edu.tw/									
全人學習護照	參與全人學習護照各項學習活動達認證標準，依本校「全人學習護照實施辦法」辦理，詳細資訊請參考課外活動組網頁。 https://activity.pccu.edu.tw/									

**Chinese Culture University, Required Courses List,
Bachelor Program of Global Business**

For Students Enrolled in 2026-2027 Year

Categories for Compulsory Courses	Course Title	Credit	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
General Required Courses	SCHOOL—BASED CURRICULUM	2	1					1			
	CHINESE	4	2	2							
	FOREIGN LANGUAGE READING AND CONVERSATION(1)	3	1.5	1.5							Choose 1 of 3 Courses
	FOREIGN LANGUAGE READING AND CONVERSATION(2)	3			1.5	1.5					
	INTERDISCIPLINARY PROGRAM	0			0	0					N/A
	ART AND HUMANITIES	4	4	4							
	NATURAL SCIENCES AND MATHEMATICS	4									
Common Courses	PHYSICAL EDUCATION	0	0	0	0	0					
Total General and Common Courses Credits		20	8.5	7.5	1.5	1.5		1			
Required courses	(4009) STATISTICS	3	3								
	(3036) ECONOMICS	3	3								
	(4001) ACCOUNTING	3	3								
	(7258) MANAGEMENT	3		3							
	Global Business	(C443)SUPPLY CHAIN MANAGEMENT	3	3							Choose 1 of 5 programs
		(4051)MARKETING MANAGEMENT	3	3							
		(M704)BUSINESS WRITING	3		3						
		(9507)HUMAN RESOURCE MANAGEMENT	3		3						
		(4003)FINANCIAL MANAGEMENT	3		3						
		(3094)INTERNATIONAL TRADE THEORY	3		3						
		(M074)ORGANIZATIONAL BEHAVIOR AND MANAGEMENT	3			3					
		(3041)BUSINESS LAW	3			3					
		(C245)CORPORATE GOVERNANCE AND BUSINESS ETHICS	3				3				
		(K278)ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATION	3				3				
		(8381)STRATEGIC	3				3				
		(J357)BUSINESS STATISTICS APPLICATION	3					3			
		(4097)MANAGERIAL	3					3			
		(3245) I NTERNATIONAL BUSINESS MANAGEMENT	3					3			
	Total Credits of Required Subjects		42								
	Tourism	INTRODUCTION TO TOURISM	3		3						
		INTRODUCTION TO HOSPITALITY MANAGEMENT	3		3						
		INTRODUCTION TO LEISURE AND RECREATION	3			3					

Course Title		Credit	1st Year		2nd Year		3rd Year		4th Year	
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)
	FOOD AND BEVERAGE MANAGEMENT	3				3				
	TOURISM AND TRANSPORTATION MANAGEMENT	3					3			
	TRAVEL INDUSTRY OPERATIONS AND MANAGEMENT	3					3			
	TOURISM AND RECREATION GEOGRAPHY	3						3		
	HOTEL MANAGEMENT	3						3		
	TOUR PLANNING AND	3							3	
	ECOTOURISM	3							3	
	THE PRACTICE OF TOUR LEADER AND TOUR GUIDE	3							3	
	HOSPITALITY PURCHASING MANAGEMENT AND COST CONTROL	3								3
	TOURISM SERVICE MANAGEMENT	3								3
	TOURISM RESOURCES PLANNING	3								3
Total Credits of Required Subjects		42								
Semiconductors	GENERAL PHYSICS	6			3	3				
	GENERAL CHEMISTRY	6			3	3				
	CALCULUS	6			3	3				
	POLYMER ORGANIC MATERIALS	3					3			
	INORGANIC MATERIALS	3					3			
	ELECTRONICS	3					3			
	INTRODUCTION TO OPTOELECTRONICS	3					3			
	SEMICONDUCTOR MANUFACTURING TECHNOLOGY	3						3		
	SEMICONDUCTOR ENGINEERING	3						3		
	SEMICONDUCTOR PACKAGING	3						3		
	MICRO-ELECTRO-MECHANICAL SYSTEM	3						3		
Total Credits of Required Subjects		42								
Information Technology	GENERAL PHYSICS	6			3	3				
	GENERAL CHEMISTRY	6			3	3				
	CALCULUS	6			3	3				
	INTRODUCTION TO COMPUTERS	3					3			
	PROGRAMMING	3					3			
	MULTIMEDIA SYSTEM	3					3			
	PROBABILITY AND STATISTICS	3					3			
	ALGORITHM	3						3		
	DATABASE SYSTEM	3						3		

Course Title		Credit	1st Year		2nd Year		3rd Year		4th Year	
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)
	OPERATING SYSTEM	3						3		
	INFORMATION SECURITY	3						3		
Total Credits of Required Subjects		42								
Communication Studies	TAIWAN LOCAL NEWS IN ENGLISH	3		3						
	INTRODUCTION OF CULTURAL AND CREATIVE INDUSTRY	3		3						
	MASS COMMUNICATION THEORY	3		3						
	INTERNATIONAL NEWS: READING AND ANALYSIS	3			3					
	THEORY AND PRACTICE OF MEDIA PRODUCTION	3			3					
	COMMUNICATIVE PSYCHOLOGY	3			3					
	PERSUASION COMMUNICATION	3				3				
	THE PROMOTIONAL MEDIA AND INDUSTRY	3				3				
	INTEGRATED MARKETING	3					3			
	LIVE STREAMING MARKETING STRATEGIES AND MANAGEMENT	3					3			
	THE FUNDAMENTAL OF COMMUNICATION DATA ANALYSIS	3						3		
	DIGITAL MULTIMEDIA AUDIOVISUAL AND AI-GENERATED VIDEO PRODUCTION AND	3						3		
	ADVERTISING	3							3	
	TOPICS IN CULTURE STUDIES	3							3	
Total Credits of Required Subjects		42								
Total Credits of Required Subjects		54								
Total Required Credits		74								
Graduate Credits		128								
Other graduation requirements:										
Licenses	Undergraduate students who enroll after September 2024 must have at least 1 license in the fields of business, tourism, semiconductors, information technology, or communication studies to graduate. This regulation is for Taiwanese students only.									
Global Competitive Test	Please follow "Global Competitive Test for Undergraduate Students Regulation". For the detailed information, please visit the website of the Register Section. https://reg.pccu.edu.tw/									
Professional Ethics/ Special Topics in Chinese Culture	Please follow “Professional Ethics” and “Special Topics in Chinese Culture” Regulation. For the detailed information, please visit the website of the Curriculum Section. https://cur.pccu.edu.tw/									
Holistic Education Passport	Please follow “Holistic Education Passport Regulation”. For more detailed information, please visit the website of the Extracurricular Activities Section. https://activity.pccu.edu.tw/									

