

Curriculum Map for the 113th Academic Year Enrollment		Year 1		Year 2		Year 3		Year 4		Educational Objectives Core Competencies	Future Development
		1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester	1st Semester	2nd Semester		
Basic General Courses(28) (Required)		Chinese Reading and Writing(2)	Tzu-Chi Philosophy(2)							Educational Objectives : • Cultivating business management professionals with humanistic qualities and a strong emphasis on workplace ethics. • Cultivating business management professionals with creative thinking and organizational planning skills. • Cultivating business management professionals with teamwork skills. • Cultivating business management professionals with an international perspective.	Career Prospects for Graduates 1. Employment : (1) Graduates of this program are well-equipped for diverse career opportunities both domestically and internationally. Industry HR specialists highlight strong demand for skills in areas such as "Internet Marketing," "International Business Planning," "Logistics Management," and "Sustainable Governance," allowing graduates to apply their expertise across various industries. (2) Graduates can also pursue government careers by taking public service exams in areas such as administration and finance, including specialized exams for roles in sectors like financial services.
		Fundamental English(2)									
		*Programming: Web Visual Programming (2), Introduction to APP Programming (2), Logic and Computational Thinking (2). Classes are open throughout the academic year, and you can choose a course to study.									
		General Elective Courses(16)									
		*Elective courses without restrictions in any field. It is recommended to complete these courses during the first and second years. General Courses of the Colleges(4) *Planned by each college.									
Foreign Language Courses(2)		Foreign Language Courses(2) *It is recommended to complete it in the first or second grade.									
Physical Education(3)			Physical Activity & Health(2)							Interest Options for Active Physical Education Courses(1) *The interest option for active physical education courses is to choose any one of the elective courses offered by the Physical Education Center.	
College-level Cornerstone Courses(6)		Introduction to Computer Science(2)		Interdisciplinary curriculum applied in the occupations(2)		Professional English(1)(1)	Professional English(2)(1)				
Fundamental DBM Courses (Required)(14)		Introduction to Management(3) Principles of Economics(3) Accounting(3)	Management of Mathematics(2)	Statistics(3)						Core Competencies : 1. Operational management and industry analysis capability. 2. Business intelligence and application capability. 3. Demonstration application of business and financial management skills. 4. Social innovation and sustainable business philosophy.	2. Entrepreneurship: The program offers courses in entrepreneurship and green innovation, equipping graduates to start businesses in fields like organic and precision agriculture, cultural and creative industries, tourism and hospitality, B&B, food and beverage, and retail. 3. Advance Education: Graduates can continue their education in domestic graduate programs focused on business management, enterprise management, marketing, logistics, operations, and international business.
Core DBM Courses (Required)(27)			Marketing Management(3) Information Management(3)	Service Industry Management(3) Human Resource Managemnt(3)	Financial Management(3)	Project in Management Practice I(1)(2)	Project Management(3) Strategic Management(3) Project in Management Practice II(1)(2)	Intern Practice(2)			
Elevate Course s for DBM (53)(four major curriculum groups)	Business Operations & Management			Distribution Management(3)	Market Survey and Analysis(3)	Brand Management(3) Consumer Behavior(3) Research on Marketing(3) Cost Analysis and Control(3)	The Analysis of Financial Reports(3) Chain Store and Franchise Management(3) Internet Marketing(3)	Value Leadership and Self-Management(3) Communication and Expression(2) Internship I (2) Internship II (7)	Internship III (9)		
	Intelligent Business			Visual Design for Marketing Website(I)(2) International Business English I(2)	Communication in Self-Media(3) E-Commerce Programming(3)	Data Analysis using Python(3)	Visual Design for Marketing Website(II)(2) Smart Store Management(3) Applied Artificial Intelligence Software(2) International Trade Practice(3)		Artificial Intelligence for Smart Marketing(3)		
	Sustainability & Innovation		Accounting Practices(3) Regional Revitalization and Industry Development(2)	Community Design and Brand Creation(2)	Green Marketing(3)	Design Thinking(2) Carbon Economy(3)	Social Enterprise and Design Solutions(3)	Business Ethics and Social Responsibility(3)	Management of Innovation and Entrepreneurship(3)		
	Culinary Management		Basic Western-Style Snacks and Cake Making(4)	Western-Style Snacks-Mid-Level(4)	Advanced Western Desserts(4)	Restaurant Management(3) Menu Design and Cost Control(3) Chinese Pastry(4)	Western Cooking(4) Chinese Cooking(4) Tea and Coffee Entrepreneurship and Sensory Practice(3)				
Basic General Courses 28 Credits + Foreign Language Courses 2 Credits + Physical Education 3 Credits + College-level Cornerstone Courses 6 Credits + Fundamental DBM Courses 14 Credits + Core DBM Courses 27 Credits = Total 80 Credits+Professional Elective Courses for DBM 53 Credits=Total 133 Credits											
Remarks :		1. The graduation threshold for students of this Department is as follows: (1) Students must pass the graduation threshold for professional certificate of the Department of Business Management. (2) Students must take and pass a professional bilingual course. 2. Professional elective courses are based on the actual courses offered in the current semester. 3. Internship II and Internship III are full-semester internships, and approval from the Internship Committee is required before starting the internships.									