**課程規劃Course Structure Diagram**

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| --- | --- | --- | --- | --- |
| 課程別  Category | 通識  General education course | 語言  Language and communication skills | 專業  Core course | 實習  Internship |
| 46 | 5 | 5 | 35 | 1 |

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| --- | --- | --- | --- | --- |
| Semester | Course name | Leaturer | Credit | Category |
| Freshmen-Fall semester | Organizational and Management | 張倍禎/戚靜玟 | 3 | core course |
| Macroeconomics | 李炯方/施姵全 | 3 | core course |
| Consumer Behavior | 李藍瑜 | 3 | major elective course |
| English | 張倍禎 | 3 | required general education course-language and communication skills |
| Foreign language | Jakarin Julprom | 3 | required general education course-language and communication skills |
| Freshmen-Spring semester | Business Statistics | 張倍禎/宮在明 | 3 | core course |
| Microeconomics | 李炯方 | 3 | core course |
| Organizational Behavior | 李藍瑜 | 3 | core course |
| English | 張倍禎 | 3 | required general education course-language and communication skills |
| Foreign language | Sumontha Sakchaisomboon | 3 | free electives |
| Year 1 Summer | Digital Innovative thinking and Coding | 林育慶 | 3 | required general education course-science and technology |
| Business Finance and Rish Management | 王淳玄/孫梅瑞 | 3 | core course |
| Sophomore-Fall semester | Management Information System | 林育慶/張俊民 | 3 | core course |
| Principle of Accounting | 曾家璿 | 3 | core course |
| Principles of Marketing | 張倍禎/江艾軒 | 3 | core course |
| Foreign language | Sureewan Sathiansukon | 3 | free electives |
| English | 羽角俊之 | 3 | required general education course-language and communication skills |
| Sophomore-Spring semester | Quantitative Analysis for Business | 余長義/陳律睿 | 3 | core course |
| Managerial Accounting | 曾家璿 | 3 | core course |
| Foreign language | Jakarin Julprom | 3 | free electives |
| Marketing Management | 李藍瑜/閔辰華 | 3 | major elective course |
| Ecological Consciousness (Mathematics & Science) | 胡侍伸 | 3 | elective general education course-quality of life and sustainable society |
| English | 羽角俊之 | 3 | required general education course-language and communication skills |
| Year 2 Summer | Developmental Psychology (Social Science) | 李炯方 | 3 | elective general education course-quality of life and sustainable society |
| Personality Development for Leaders (Cross Field) | 王家驊 | 3 | elective general education course-quality of life and sustainable society |
| Junior-Fall semester | Business Law | Sirinya Dusitnanond | 3 | core course |
| Global Marketing | Sumitra Auschaitrakul | 3 | major required course |
| Business Research Methodology | Li Li | 3 | core course |
| Marketing Research | Rojanasak Chomvilailuk | 3 | major elective course |
| Taxation | Bundiit Ujjin | 3 | core course |
| Entrepreneurship | Sumitra Auschaitrakul | 3 | core course |
| Junior-Spring semester | International Business Policy and Trade Theory | Li Li | 3 | major required course |
| Operations Management | Thomas E. Fernandez | 3 | core course |
| International Human Resource Management | Li Li | 3 | major required course |
| Legal Environment in International Business | Sirinya Dusitnanond | 3 | major required course |
| Entrepreneurs in International Business | Sumitra Auschaitrakul | 3 | major required course |
| Strategic e-Marketing | Sumitra Auschaitrakul | 3 | major elective course |
| Year 3 Summer | Internship in International Business | Angsuthon Srisuthisa-ard | 3 | major required course |
| Senior-Fall semester | International Business and Management | 何德維/許文宗 | 3 | major required course |
| International Business Research | 許煙明 | 3 | major required course |
| International Logistics and Supply Chain Management | 杜蕙生/江艾軒 | 3 | major required course |
| International Business Finance | 姚名麗 | 3 | major required course |
| Senior-Spring semester | Contemporary Issues in International Business Management | 杜蕙生 | 3 | major required course |
| Service Marketing | 劉筱倩/閔辰華 | 3 | major elective course |
| Strategic Management | 黃俊龍 | 3 | core course |
| Innovation - Driven Entrepreneurship | 何德維 | 3 | required general education course-business and entrepreneurship |
| Credits for graduation |  |  | 138 |  |