

Chung Yuan Christian University
Service Industry Management Division, Department of Business Administration
Academic Guidelines for Bachelor

July/21st, 2021. Passed by the 3rd Academic Affairs Meeting, spring semester, Academic Year 2020-2021.
 January/18st, 2023. Revised by the 2nd Academic Affairs Meeting, fall semester, Academic Year 2022-2023.
 March/18st, 2023. Revised by the 1st Academic Affairs Meeting, spring semester, Academic Year 2022-2023.

Article 1 This Academic Guidelines of the department are formulated in accordance with the “CYCU Regulation Governing the Determination of Each Degree’s Name, Conferral of Degrees, and Alternatives to Submission of a Master's Degree Thesis or Doctoral Dissertation”.

Article 2 The Chinese and English names for the bachelor's degree awarded by this department are as follows:

The title of the department in Chinese & English	Degree conferring	
	Name of Chinese & English	Abbreviation
企業管理學系服務業管理組	商學學士	
Service Industry Management Division, Department of Business Administration	Bachelor of Business Administration	B.B.A.
The title of the department in Chinese & English	Degree conferring	
	Name of Chinese & English	Abbreviation
企業管理學系高科技業管理組	商學學士	
High-Tech Industry Management Division, Department of Business Administration	Bachelor of Business Administration	B.B.A.
The title of the department in Chinese & English	Degree conferring	
	Name of Chinese & English	Abbreviation
企業管理學系工商管理組	商學學士	
Industrial and Business Management Division, Department of Business Administration	Bachelor of Business Administration	B.B.A.

Article 3 Please refer to Appendix I to III for Table of Curriculum & Credit for Bachelor.

Article 4 Graduation Regulations of the Department :

- I. As stipulated in Annex I to III, a completion of 128 credits is required during the study period to be eligible for graduation.
- II. Departmental mandatory courses should be primarily taken by students within the department and designated class. Lower-grade students are not permitted to take mandatory courses intended for higher-grade students. Exceptions may be granted based on administrative procedures.
- III. General education extension elective courses must include the college-designated course “Business Ethics.”

- IV. Students who have not earned a grade of 50 or above in the compulsory courses of Accounting (I) and Statistics (I) are not allowed to take Accounting (II) and Statistics (II).
- V. Students in each division should choose and complete one professional program under the regulations stipulated in the "Guidelines for Undergraduate Professional Programs of the Department of Business Administration at Chung Yuan Christian University."

Article 5 All other relevant matters not covered in these policies shall be governed by the "CYCU Academic Policies" and relevant regulations.

Article 6 This guideline has been carried out in the review of the Academic Affairs Meeting. Any revision to this guideline will follow the same procedures.
This regulation is applicable to Bachelor students enrolled from the academic year 2023-2024.

CYCU Department of **Service Industry Management Division,**
Business Administration

Table of Curriculum & Credit for Bachelor

(Applicable to students enrolled in the 2024~2025 academic year)

Course Name	Characteristic	Credits	Renewal subjects & conditions for continued study		
			Course Name	Limitation	
Compulsory Course	Service Management	Half	3		
	Customer Relationship Management	Half	3		
	Financial Accounting I	Half	3		
	Financial Accounting II	Half	3	Financial Accounting I	50
	Economics(I)	Half	3		
	Economics(II)	Half	3		
	Management	Half	3		
	Statistics(I)	Half	3		
	Statistics(II)	Half	3	Statistics(I)	50
	Organizational Behavior	Half	3		
	Marketing Management	Half	3		
	Production and Operations Management	Half	3		
	Financial Management	Half	3		
	Business Mathematics	Half	3		
	Marketing Management & Marketing Case Study	Half	3		
	Human Resources Management	Half	3		
	Business English Conversation (I)	Half	1		
	Business English Conversation (II)	Half	1		
	Information Management	Half	3		
	Business English	Half	2		
Business Law	Half	2			
Strategic Management	Half	3	Production and Operations Management	60	
			Financial Management		
			Human Resources Management		
			Marketing Management		
Total			60		
Structure table of Graduation Credits					
Minimum credits required for graduation	128	Basic Knowledge Subjects			
Category	Credits	Course Name	Characteristic	Credits	
1、Basic Knowledge	6	English(I)&(II)	Half	(1,1)	

2、General Education	16	Practical English (I)&(II)	Half	(1,1)	
3、Compulsory Course	60	English Listening and Speaking in Lab (I)&(II)	Half	(1,1)	
4、Elective Courses offered by department	18	Environment Service-Learning (2 semesters)	Half	0	
5、Extended General Education elective	12	Physical Education (I)&(II); Any two sports during the sophomore	Half	0	
6、Other Elective Courses	16				
		General Education - Compulsory Course			
		GQ	Religion philosophy	Half	2
			Human philosophy	Half	2
		EQ	Taiwan Politics and Democracy	Half (choose one from six) Excess credits can be included in neither general education nor extended general.	2
			Law and The Modern Life		
			Contemporary Human Rights Issues and Challenges		
			Sociology of Everyday Life		
			Big Issues of Globalization		
			The World of Economics		
			History of Regional Civilizations	Half(Select one)	2
			History of Cultures and Thoughts	Excess credits can be included in neither general education nor extended general.	
		KQ	Computational thinking and programming	Half	2
			Introduction to Natural Science and Artificial Intelligence	Half	2
		IQ	Chinese Literature Classics	Half	2(2,0)
			Literacy and Rhetoric	Half	2(0,2)
		Total			16

Instruction :

I. The School Regulations :

- A. The "KQ-Sciences" and "IQ-Literature & Rhetoric" in the General Education Program are mandatory and must be completed during the freshman year. Regarding the "IQ-Literature & Rhetoric" courses, the Chinese Literature Classics should be taken during the first semester of the freshman year, while the Literacy and Rhetoric should be taken during the second semester of the freshman year."
- B. The General Education elective courses are divided into four categories: GQ-The Creator, EQ-Humanity, KQ-The Entire Creation, and IQ-The Individual Self. At least two credits must be taken in each category, with a total of 12 credits required to fulfill the requirement.
- C. The Computer Information Related courses, which must have a minimum of 2 credits, should include instructional content on programming design or programming language application. Additionally, at

least one-third of the total teaching hours should be devoted to this topic. The courses aim to cultivate students' abilities in logical thinking, logical operation, and the use of technology for innovative learning.

- D. From the 101 academic years, undergraduate students are required to pass the English proficiency test recognized by the school to be eligible for graduation.
- E. From the academic year of 2014 onwards, fifth-year high school students are required to take additional 6 credits both for general education courses and professional courses.
- F. Students enrolled in bachelor's degree programs are required to take 2 EMI courses before graduation. **【Excluding English (I)&(II), English Listening and Speaking in Lab (I)&(II), Practical English (I)&(II) and Business School Business English Conversation (I)&(II), Skills for English Language Testing (except for ALLS students)】**
- G. The scope of other elective courses includes minor, double major, Interdisciplinary Course Program, Employment Program, Micro Program (including from other departments), PBL courses, MOOCs micro-credit courses (1 credit per course, up to a maximum of 6 credits), and Profession Self-Directed Learning (up to 2 credits).
- H. For the courses and grades issues, please consult the related regulations according to “CYCU Academic Policies”.

II. Graduation Regulations of the Department :

- A. General education extension elective courses must include the college-designated course “Business Ethics.”
- B. Students who have not earned a grade of 50 or above in the compulsory courses of Accounting (I) and Statistics (I) are not allowed to take Accounting (II) and Statistics (II).
- C. Students are allowed to take elective courses offered by the master's program, with a maximum of 6 credits, which will be recognized as elective credits. Course selection must be approved by the instructor and manually added by the department office.
- D. Students who have the qualifications as pre-graduates can take any course offered by the master's program, except for those with prerequisite restrictions as specified. If the course's capacity is full, it will not be open for elective enrollment.
- E. Before graduation, students must choose and complete at least one of the following professional programs: Marketing Management Program and Applied Business Data Analytics Program.
- F. Effective as of academic year 2018, newly admitted undergraduate students from the fifth-year high school system must comply with the university-wide regulation outlined in article five, which states that fifth-year high school students must complete six credits in general education courses and six credits in professional courses. Professional courses refer to elective courses offered by this department.

March/1st, 2023. Passed by the University Council at its 1st meeting, spring semester, Academic Year 2022-2023.

March/15th, 2023. Passed by the 1st Academic Affairs Meeting, spring semester, Academic Year 2022-2023.