

Curriculums of BS Program at the Department of Industrial and Business Management, Chang Gung University
(For students admitted in Fall, 2026)

Required / Elective		Course Title	Year 1		Course Title	Year 2		Course Title	Year 3		Course Title	Year 4	
			Fall	Spring		Fall	Spring		Fall	Spring		Fall	Spring
General Management	Required	Economics I	3										
		Accounting I	3										
		AI Language and the Industrial Applications		3	Statistics I	3							
	Elective	Practical English(1): Listening & Speaking		2	Practical English(2): Listening & Speaking	2		Platform Strategy		3			
		Practical English(1): Reading & Writing		2	Practical English(2): Reading & Writing	2							
					Green Economics		2						
Required Courses		Calculus	3		Management Science Modeling	3		Human Resource Management	3				
		Managerial Mathematics		3	Financial Management	3							
		Economics II		3	Marketing Management	3							
		Accounting II		3	Statistics II		3						
					Information Management		3						
					Operations Management		3						
Elective Courses (Some courses offered every other year)	Digital and Intelligent Business Field	Introduction of Business Management	2		Database Management		3	Big Data Application and Electronic Commerce	3		Internship [Remark 8]	4	
		Introduction to Digital Business Model	2		Data Visualization and Communication		2	Database Programming Language	3		Independent Study	3	
					Organizational Behavior		3	Investment Planning and Analysis	3		Business Intelligence and Customer Relationship Management	3	
								Seminar on Business Administration [Remark 8]		1	Innovation and Entrepreneurship in Practice		2
								Workplace Ethics and Communication		2	Strategic Management		3
								Managerial Accounting		3			
								Human Resource Data Analytics		2			
								Derivative Securities		3			
								Digital Marketing Analytics and Optimization		3			
							Intelligent Decision Support for Management		3				
	Business and Entrepreneurship Field	Creative Thinking	2		Global Industries Analysis	2		Big Data Application and Electronic Commerce	3		Internship [Remark 8]	4	
		Introduction of Business Management	2		Social Media Marketing	3		Investment Planning and Analysis	3		Entrepreneurship and Finance	2	
		Introduction to Digital Business Model	2		Enterpreneurship	2		Civil Code	3		Innovation and Entrepreneurship in Practice		2
					Consumer Behavior		3	Commercial Law		3			
								Workplace Ethics and Communication		2			
					Innovative Design Thinking		3	Seminar on Business Administration [Remark 8]		1			
								Managerial Accounting		3			
							Digital Marketing Analytics and Optimization		3				
	Industrial Management Field	Introduction of Business Management	2		Data Science		3	Big Data Application and Electronic Commerce	3		Internship [Remark 8]	4	
		Engineering Economy		3	Innovative Design Thinking		3	Decision Analysis	3		Independent Study	3	
								Supply Chain Management	3		Innovation and Entrepreneurship in Practice		2
								Seminar on Business Administration [Remark 8]		1			
								Workplace Ethics and Communication		2			
								Managerial Accounting		3			
								Operations Research		3			
								Smart Factory		3			
								Service Management		2			
Remarks	1.Graduation requirements: 128 credits (1) 45 credits of core courses (includes 12 credits of required School of Management courses; 33 credits of required departmental courses.). (2) 59 credits of elective courses: ① Students are required to take at least 32 credits (inclusive) of electives in their main area of study. ②At most 27 credits of elective courses are admitted from other Departments (general education courses, physical education, and military training elective courses for national defense education are not included). (3) 25 credits of liberal studies credits: Please refer to the General Studies Center Course Regulations for details. 1 credit of AI field course (deducted by the compulsory AI application from the School of Management). 2.Physical Education, First- and Second-year required courses (0 credits) 3.This University has an English standard requirement, which must be met in order to graduate. 4.The required courses for this Department are not allowed to be taken in other Departments, except for English-taught courses with the same title. The following courses "Accounting(Ⅱ), Economics(Ⅱ), Statistics(Ⅱ)",Calculus, Management Science Modeling can be taken in other departments of the School of Management. For those who failed a course and have special circumstances (such as affecting the graduation period) need to apply to the Department before the start of the first semester of their fourth year. With the approval of the Academic Affairs Office, they can retake relevant courses offered outside the Department. 5.If electives in the fields amount to 24 credits (inclusive) or more, a certificate in the field of "Digital and Intelligent Business", "Business and Entrepreneurship" or "Industrial Management" will be awarded upon graduation. 6. Course Prerequisites: — Economics I → Economics Ⅱ — Accounting I → Accounting Ⅱ → Financial Management — Statistics I → Statistics Ⅱ — Calculus → Managerial Mathematics — Seminar on Business Administration → Internship 7. 5 credits of internship courses (1 credit of Seminar on Business Administration,4 credits of internship)												