

**Curriculums of BS Program at the Department of Industrial and Business Management, Chang Gung University**  
(For students admitted in Fall, 2025)

| Required / Elective                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Course Title                                 | Year 1 |                                      | Course Title                               | Year 2 |                                             | Course Title                                  | Year 3 |        | Course Title                                               | Year 4 |        |
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| 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                                             |        |        |                                                            |        |        |
|                                                             | Introduction to Digital Business Model                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 2                                            |        | Financial Management                 | 3                                          |        | Workplace Ethics and Communication          |                                               | 2      |        |                                                            |        |        |
|                                                             | Managerial Mathematics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                              | 3      | Marketing Management                 | 3                                          |        |                                             |                                               |        |        |                                                            |        |        |
|                                                             | Economics II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                              | 3      | Statistics II                        |                                            | 3      |                                             |                                               |        |        |                                                            |        |        |
|                                                             | Accounting II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                              | 3      | Information Management               |                                            | 3      |                                             |                                               |        |        |                                                            |        |        |
|                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |        | Production and Operations Management |                                            | 3      |                                             |                                               |        |        |                                                            |        |        |
| Elective Courses<br>(Some courses offered every other year) | Digital and Intelligent Business Field                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Introduction of Business Management          | 2      |                                      | Data Structure and Algorithms              | 3      |                                             | Big Data Application and Electronic Commerce  | 3      |        | Internship [Remark 8]                                      | 4      |        |
|                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |        |                                      | Database Management                        |        | 3                                           | Database Programming Language                 | 3      |        | Independent Study                                          | 3      |        |
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|                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |        |                                      | Organizational Behavior                    |        | 3                                           | Seminar on Business Administration [Remark 8] |        | 1      | Innovation and Entrepreneurship in Practice                |        | 2      |
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|                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |        |                                      |                                            |        |                                             | Digital Marketing Analytics and Optimization  |        | 3      |                                                            |        |        |
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|                                                             | Business and Entrepreneurship Field                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Creative Thinking                            | 2      |                                      | Global Industries Analysis                 | 2      |                                             | Big Data Application and Electronic Commerce  | 3      |        | Internship [Remark 8]                                      | 4      |        |
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|                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |        |                                      | Consumer Behavior                          |        | 3                                           | Commercial Law                                |        | 3      | Innovation and Entrepreneurship in Practice                |        | 2      |
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|                                                             | Industrial Management Field                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Introduction of Business Management          | 2      |                                      | Data Structure and Algorithms              | 3      |                                             | Big Data Application and Electronic Commerce  | 3      |        | Internship [Remark 8]                                      | 4      |        |
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| Remarks                                                     | 1. Graduation requirements: 128 credits<br>(1) 49 credits of core courses (includes 12 credits of required School of Management courses; 37 credits of required departmental courses.).<br>(2) 55 credits of elective courses:<br>⓪ Students are required to take at least 28 credits (inclusive) of electives in their main area of study.<br>ⓁAt 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).<br>(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).<br><br>2. Physical Education, First- and Second-year required courses (0 credits)<br><br>3. This University has an English standard requirement, which must be met in order to graduate.<br><br>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. After approval, they can retake relevant courses offered outside the Department.<br>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.<br><br>6. Course Prerequisites:<br>– Economics I → Economics II<br>– Accounting I → Accounting II → Financial Management<br>– Statistics I → Statistics II<br>– Calculus → Managerial Mathematics<br>– Seminar on Business Administration → Internship<br><br>7. 5 credits of internship courses (1 credit of Seminar on Business Administration, 4 credits of internship) |                                              |        |                                      |                                            |        |                                             |                                               |        |        |                                                            |        |        |