

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	
			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				
		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 (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	
					Data Visualization and Communication		2	Organizational Behavior	3		Business Intelligence and Customer Relationship Management	3	
								Investment Planning and Analysis	3		Innovation and Entrepreneurship in Practice		2
								Seminar on Business Administration [Remark 8]		1	Strategic Management		3
								Platform Strategy		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		Business Starting Practicum II	2	
					Entrepreneurship	2		Civil Code	3		Entrepreneurship and Finance	2	
					Consumer Behavior		3	Commercial Law		3	Innovation and Entrepreneurship in Practice		2
					Innovative Design Thinking	3		Seminar on Business Administration [Remark 8]		1			
								Platform Strategy		3			
								Managerial Accounting		3			
								Digital Marketing Analytics and Optimization		3			
								Business Starting Practicum I		2			
	Industrial Management Field	Introduction of Business Management	2		Data Structure and Algorithms	3		Big Data Application and Electronic Commerce	3		Internship [Remark 8]	4	
		Engineering Economy		3	Data Science		3	Decision Analysis	3		Independent Study	3	
					Innovative Design Thinking		3	Supply Chain Management	3		Innovation and Entrepreneurship in Practice		2
								Seminar on Business Administration [Remark 8]		1			
								Platform Strategy		3			
								Managerial Accounting		3			
								Operations Research		3			
								Smart Factory		3			
								Service Management		2			
	Remarks	1. Graduation requirements: 128 credits (1) 49 credits of core courses (includes 12 credits of required School of Management courses; 37 credits of required departmental courses.). (2) 55 credits of elective courses: ① Students are required to take at least 28 credits (inclusive) of electives in their main area of study. ② 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). (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. After approval, 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)											