

Implementation Guidelines for “English-Taught Business Management” Credit
Program, College of International Culture, Education and Foreign Affairs
Wenzao Ursuline University of Languages

Applicable from 2020

Approved at the Academic Affairs Committee on May 26, 2020

Approved at the Academic Affairs Committee on March 26, 2024

- I. Program name: English-Taught Business Management Credit Program.
- II. Program planning department: College of International Culture, Education and Foreign Affairs.
- III. Program coordinator: College of International Culture, Education and Foreign Affairs.
- IV. Objective: To enhance the features of the College of International Culture, Education and Foreign Affairs and to implement integration and application of cross-department courses, the “English-Taught Business Management Credit Program” is established under the “Regulations for Program Establishment and Course Requirements, Wenzao Ursuline University of Languages” to improve language proficiency and employability of students of College of International Culture, Education and Foreign Affairs and other colleges.
- V. Program planning: Intergrated and multidisciplinary learning is essential in enhancing students’ career competitiveness. With foreign languages skills and business expertise, students will be competitive in an international job market. This English-taught business module program is not only a course of choice for international exchange students but for lanagueg majors who aim their career development in international corporations. Students who have completed 20 credits of coursework will receive a program certificate.
- VI. Qualifications for application: Sophomore students of the 4-year college program (or above), junior students of the 2-year college program (or above) and graduate students are eligible for

application no later than the end of the first semester of their final academic year (excluding students who extend graduation time). Applications that are submitted after the deadline announced by the Office of Academic Affairs will not be considered.

VII. Application and evaluation procedures: based on the announcement by Office of Academic Affairs.

VIII. Credits: The number of credits to be taken and the related regulations of the program are arranged by the unit in-charge. Students should complete a minimum of 12 credits.

IX. Regulations for the issue of program certificate:

- (1) Review of qualifications: The unit in charge of the program should complete the qualification review before students graduate.
- (2) Issue of certificates: According to the results of qualification review provided by the unit in charge of the program, the Registration Section shall ask for the approval from the Dean of Academic Affairs. Upon approval, the university will issue the certificate for the “English-Taught Business Management” credit program.

X. Point of contact: College of International Culture, Education and Foreign Affairs
(extension number 6002).

XI. List of credits and courses of the program

| | Course | Credits | Class hours | Departments | Remarks |
|----|---|---------|-------------|--------------------------------|--------------------|
| 1. | Introduction to Business Management 企業管理概論 | 3 | 3 | Dept. of International Affairs | Foundation courses |
| 2. | Introduction to Business of Systems 英文商業概論 | 3 | 3 | Dept. of English | |
| 3. | Introduction to International Trade 英文國際貿易概論 | 3 | 3 | Dept. of English | |

| | Course | Credits | Class hours | Departments | Remarks |
|----|--|---------|-------------|--|---------------------|
| 4. | Introduction to Marketing 英文行銷概論 | 3 | 3 | Dept. of English | |
| 5. | International Economics 國際經濟 | 3 | 3 | Dept. of International Affairs | Advanced courses |
| 6. | International Marketing Management 國際行銷管理 | 3 | 3 | Dept. of International Affairs | |
| 7. | Business English Conversation 商業英語口語訓練 | 3 | 3 | Dept. of English | Communication Based |
| 8. | Cross Cultural Communication 跨文化溝通 | 3 | 3 | Dept. of English Dept. of International Affairs Dept. of Foreign Language Instruction Dept. of Translation and Interpreting | |