



科 目 名 稱		規定學分	一年級		二年級		三年級		四年級	
			上	下	上	下	上	下	上	下
半 導 體 學 群	普通物理學	6			3	3				
	普通化學	6			3	3				
	微積分	6			3	3				
	高分子有機材料	3					3			
	無機材料	3					3			
	電子學	3					3			
	光電概論	3					3			
	半導體製程與技術	3						3		
	半導體工程	3						3		
	半導體封裝	3						3		
	微機電系統	3						3		
半 導 體 學 群 必 修 學 分 合 計		42								
資 訊 科 技 學 群	普通物理學	6			3	3				
	普通化學	6			3	3				
	微積分	6			3	3				
	計算機概論	3					3			
	程式設計	3					3			
	多媒體系統	3					3			
	機率與統計	3					3			
	演算法	3						3		
	資料庫系統	3						3		
	作業系統	3						3		
	資訊安全	3						3		
	資 訊 科 技 學 群 必 修 學 分 合 計		42							
傳 播 學 群	台灣新聞英文報導	3		3						
	文化創意產業	3		3						
	大眾傳播理論	3		3						
	國際新聞閱讀與解析	3			3					
	媒介產品理論與實踐	3			3					
	傳播心理學	3			3					
	說服傳播	3				3				
	宣傳媒介和產業	3				3				
	整合行銷傳播	3					3			
	網路直播行銷與運營	3					3			
	傳播數據分析基礎	3						3		
	數位多媒體影音與 AI 生成影片製作剪輯	3						3		
	廣告學	3							3	
	文化研究專題	3							3	
	傳 播 學 群 必 修 學 分 合 計		42							
專 業 必 修 學 分 合 計		54								
必 修 學 分 總 計		74								
最 低 畢 業 學 分 數		128 學分								
其他修業規定：										
專業證照		大學部學生應需取得一張（含）以上與所選學群領域相關之專業證照，始得畢業。境外學生(包含外籍生、僑生、陸生、港澳生等)不								

	在此限。
全球競爭力檢定	通過全球競爭力檢定，依本校「大學部學生全球競爭力檢定實施辦法」辦理，詳細資訊請參考教務組網頁。 <a href="https://reg.pccu.edu.tw/">https://reg.pccu.edu.tw/</a>
倫理課程	參與「職業倫理」、「中華文化專題」，依本校「職業倫理教育實施要點」及「中華文化專題講座實施要點」辦理，詳細資訊請參考綜合業務組網頁。 <a href="https://cur.pccu.edu.tw/">https://cur.pccu.edu.tw/</a>
全人學習護照	參與全人學習護照各項學習活動達認證標準，依本校「全人學習護照實施辦法」辦理，詳細資訊請參考課外活動組網頁。 <a href="https://activity.pccu.edu.tw/">https://activity.pccu.edu.tw/</a>

# Chinese Culture University, Required Courses List, Bachelor Program of Global Business

Effective for Students Enrolled in and from the 2025Year

Categories for Compulsory Courses	Course Title		Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark	
				1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)		
General Required Courses	CHINESE		4	2	2							Choose 1 of 5 Courses	
	FOREIGN LANGUAGE READING AND CONVERSATION(1)		3	1.5	1.5								
	FOREIGN LANGUAGE READING AND CONVERSATION(2)		3			1.5	1.5						
	INTERDISCIPLINARY PROGRAM		0			0	0						
	ART AND HUMANITIES		4	4	4	2						N/A	
	NATURAL SCIENCES AND MATHEMATICS		4										
	SOCIAL SCIENCES		2										
	Common Courses	PHYSICAL EDUCATION		0	0	0	0	0					
Total General and Common Courses Credits			20	7.5	7.5	3.5	1.5						
Required courses	(4009) STATISTICS		3	3									
	(3036) ECONOMICS		3	3									
	(4001) ACCOUNTING		3	3									
	(7258) MANAGEMENT		3		3								
	Global Business	INTERNATION AL BUSINESS MANAGEMEN T	3		3								Choose 1 of 5 programs
		MARKETING MANAGEMEN T	3		3								
		BUSINESS WRITING	3			3							
		HUMAN RESOURCE MANAGEMEN T	3			3							
		FINANCIAL MANAGEMEN T	3			3							
		INTERNATION AL TRADE THEORY	3			3							
		ORGANIZATIO NAL BEHAVIOR AND MANAGEMEN T	3				3						
		BUSINESS LAW	3				3						



		TOUR PLANNING AND DESIGN	3							3	
		ECOTOURISM	3							3	
		THE PRACTICE OF TOUR LEADER AND TOUR GUIDE	3							3	
		HOSPITALITY PURCHASING MANAGEMENT AND COST CONTROL	3								3
		TOURISM SERVICE MANAGEMENT	3								3
		TOURISM RESOURCES PLANNING	3								3
	Total Credits of Required Subjects		42								
	Semiconductors	GENERAL PHYSICS	6			3	3				
		GENERAL CHEMISTRY	6			3	3				
		CALCULUS	6			3	3				
		POLYMER ORGANIC MATERIALS	3					3			
		INORGANIC MATERIALS	3					3			
		ELECTRONICS	3					3			
		INTRODUCTION TO OPTOELECTRONICS	3					3			
		SEMICONDUCTOR MANUFACTURING TECHNOLOGY	3						3		
		SEMICONDUCTOR ENGINEERING	3						3		
		SEMICONDUCTOR PACKAGING	3						3		
		MICRO-ELECTRO-MECHANICAL SYSTEM	3						3		
	Total Credits of Required Subjects		42								
	Information Technology	GENERAL PHYSICS	6			3	3				
		GENERAL CHEMISTRY	6			3	3				

		CALCULUS	6			3	3					
		INTRODUCTI ON TO COMPUTERS	3					3				
		PROGRAMMI NG	3					3				
		MULTIMEDIA SYSTEM	3					3				
		PROBABILITY AND STATISTICS	3					3				
		ALGORITHM	3						3			
		DATABASE SYSTEM	3						3			
		OPERATING SYSTEM	3						3			
		INFORMATIO N SECURITY	3						3			
	Total Credits of Required Subjects		42									
	Communica- tion Studies	TAIWAN LOCAL NEWS IN ENGLISH	3		3							
		INTRODUCTI ON OF CULTURAL AND CREATIVE INDUSTRY	3		3							
		MASS COMMUNICA TION THEORY	3		3							
		INTERNATION AL NEWS: READING AND ANALYSIS	3			3						
		THEORY AND PRACTICE OF MEDIA PRODUCTION	3			3						
		COMMUNICA TIVE PSYCHOLOGY	3			3						
		PERSUASION COMMUNICA TION	3				3					
		THE PROMOTIONA L MEDIA AND INDUSTRY	3				3					
		INTEGRATED MARKETING COMMUNICA TIONS	3					3				
		LIVE STREAMING MARKETING STRATEGIES AND	3					3				

	MANAGEMENT										
	THE FUNDAMENTAL OF COMMUNICATION DATA ANALYSIS	3						3			
	DIGITAL MULTIMEDIA AUDIOVISUAL AND AI-GENERATED VIDEO PRODUCTION AND EDITING	3						3			
	ADVERTISING	3							3		
	TOPICS IN CULTURE STUDIES	3							3		
	Total Credits of Required Subjects	42									
Total Credits of Required Subjects		54									
Total Required Credits		74									
Graduate Credits		128									
Other graduation requirements:											
Licenses		Undergraduate students who enroll after September 2024 must have at least 1 license in the fields of business, tourism, semiconductors, information technology, or communication studies to graduate. This regulation is for Taiwanese students only.									
Global competitiveness		Passing the "Implementation Measures for the Global Competitiveness Assessment of University Students" is mandatory for graduation. Visit the website of the Registration Section for more information.									
Professional Ethics/ Special Topics in Chinese Culture		According to the university's 'Implementation Guidelines for Professional Ethics Education' and 'Implementation Guidelines for Chinese Culture Topics Lectures,' students are required to participate in two-semester courses: 'Professional Ethics' and 'Chinese Culture Topics.' For detailed information, please refer to the website of the Curriculum Section: <a href="https://cur.pccu.edu.tw/">https://cur.pccu.edu.tw/</a>									
Whole Person Learning Passport		To fulfill the Whole Person Learning Passport requirements, students must actively participate in various learning activities. These activities are organized in accordance with our university's guidelines for the Whole Person Learning Passport. For more detailed information, please visit the website of the Extracurricular Activities Section at <a href="https://activity.pccu.edu.tw/">https://activity.pccu.edu.tw/</a> ."									