

Department of Business Administration

Contact Information

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Introduction

The department of business administration is the youngest undergraduate program (established at August 2009) in a well-developed normal university with one-hundred years tradition. High quality of teaching capacity is provided by the fact that all faculty own doctoral degree and invited/graduated from excellent domestic/international universities. The program's educational goal is to nurture professional leadership and administrative talent with international perspectives. In order to promote cross-domain learning, our program integrates all

resources of the College of Management, providing students with a diversified learning environment in the professional field of management.

Instructional Objectives

Our educational goal is to create management knowledge and cultivate humanistic business leaders by encouraging the exploration of creative ideas and insights, by addressing the importance of ethics and social responsibility, and by motivating the integration of learning across multiple disciplines and backgrounds.



Degree Requirements

Course Planning

After completing foundational management courses in their first two years, students are expected to choose a major from the four fields available: General Management, Marketing Management, Finance Management, and Business Intelligence and Decision Science. Through close cooperation with the business world, our program focuses on increasing the competitiveness of students in the professional field of management.

Career Prospects

Our alumni have been recruited in many diverse fields, including: manufacturing management, marketing management, human resource management, financial management, information management, and data analysis.

Feature of the Curriculum

We are the first business administration department in Taiwan to provide an industry internship course. More over 500 students have participated in this compulsory course since it was first established. As a department, we have internship agreements with nearly 50 companies, including such big names as SYSTEX, Chunghwa Telecom, ASUS, and ChinaTrust Commercial Bank. Students are responsible for identifying a suitable work placement and are expected to integrate academic learning, employable skills and an improved knowledge of organizations, workplace culture and career pathways.

Degree Requirements

