

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.

In addition, the university is launching a new English-taught Program within the Department of Business Administration (BA-ETP). In August 2025. This program, offered entirely in English, is tailored specifically for international students and grants the same degree as the original business administration program. While UPE-BA the BA-ETP program shares similar educational objectives with the original

program, it places special emphasis on recruiting international students. Through this program, international students are given opportunities to develop a profound understanding of diverse cultural perspectives, which in turn enhances their global outlook and expands their professional networks.

Instructional Objectives

Our educational goal, both for the Department of Business Administration and the BA-ETP program, is to foster the creation of management knowledge and to nurture business leaders who embody humanistic values. We achieve this by encouraging the exploration of creative ideas and insights, emphasizing the importance of ethics and social responsibility, and motivating students to integrate learning from multiple disciplines and diverse backgrounds. This holistic approach aims to produce leaders who not only excel in business but also contribute positively to society.

Feature of the Curriculum

Our business administration department was the first in Taiwan to offer an industry internship course, with over 500 students participating since its inception. We have partnerships with nearly 50 companies, including SYSTEX, Chunghwa Telecom, ASUS, and ChinaTrust Commercial Bank, enabling students to secure internships that blend academic knowledge with practical skills and real-world experience.

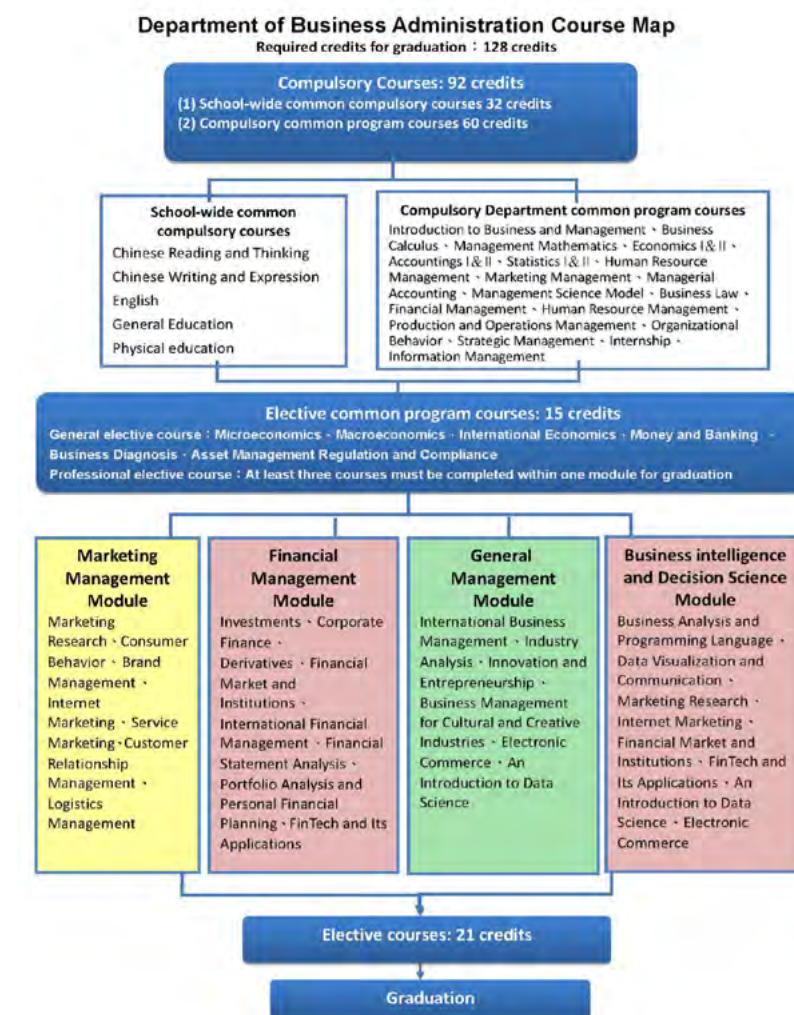
The BA-ETP program fosters a dynamic multicultural learning environment specifically designed for international students, encouraging meaningful collaboration with local peers. While it does not include a compulsory internship course, the program provides unique opportunities for students to enhance language proficiency, deepen cross-cultural understanding, and broaden global perspectives.

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.



Degree Requirements



In addition, similar to the business administration department, the BA-ETP program requires a total of 128 credits, distributed as follows: 32 credits for school-wide common compulsory courses, 60 credits for compulsory common program courses, 15 credits for elective common program courses, and 21 credits for free elective courses.

However, unlike the business administration department, BA-ETP program students can fulfill their 15 elective program credits across disciplines, without needing to focus on a specific area.

