

**Proposal to Establish Wenzao Ursuline University of Languages “International
Business Marketing Credit Program” for Industrial College
by College of English and International Studies**

Approved at the Academic Affairs Committee on May 27, 2014

Ratified by the President on June 26, 2014

- I. Program name: International Business Marketing Credit Program
- II. Planning department: Department of English
- III. Program objectives: To effectively combine theories and practical skills and to narrow the gap between school and workplace, the International Business Marketing Credit Program (hereinafter referred to as the Program) is established in accordance with “Regulation for Program Establishment and Course Requirements, Wenzao Ursuline University of Languages” to enhance the language ability and competitiveness of the students of the College of English and International Studies and other departments.
- IV. Department offering the program: Department of English and Department of International Business Management

V. Applicable for:

Students selected by the Department of English, Department of International Business Management and three collaborating enterprises (Scientific Co., Ltd., Emerging Display Technologies, Radiant Opto-Electronics Corporation) in accordance with the following selection criteria:

- (I) Junior or senior students of the four-year college program of the University and junior or senior students of the two-year program.
- (II) Applicants’ College Student English Proficiency Test scores (CSEPT) should be 220 or over (TOEIC 550 or over). Applicants with a second foreign language should also provide relevant certificates.
- (III) Applicants’ grades average of the previous academic year should be 80 or over.

VI. Application and evaluation procedures:

- (I) Information required (five copies):
 - 1. application form
 - 2. Chinese transcript of records
 - 3. Chinese resume

4. English resume
5. Applicant's reasons for taking the credit program
6. Language proficiency test
 - (1) Applicants' College Student English Proficiency Test scores (CSEPT) should be 220 or over (TOEIC 550 or over). The certificate for the given English proficiency test should be provided.
 - (2) Applicants with a second foreign language should also provide relevant certificates.

(II) Due dates: The due dates will be announced at the beginning of the semester according to the university calendar

(III) The screening includes two phases: a document review and an interview. Through the screening of written documents, the top 30 students will be selected to participate in the interview. Five interviewers, including the program director, co-director and representatives from the three collaborating enterprises will interview the students. Candidates are evaluated on the basis of:

1. Applicants' College Student English Proficiency Test scores (CSEPT), which will account for 50%. The interview scores will account for 50%. Total is 100%.
2. If applicants have the same scores, those with higher interview scores will receive priority.

(IV) Announcement of results: Upon evaluation and approval, the list of students who can join the program will be announced on the website of the Department of English and the university bulletin board.

(V) The program should enroll 15 students.

VII. The course requirements of the program (including number of credits, compulsory courses, elective courses, regulations on the credits acquired and the course map)

Students shall take at least 24 credits. For students who take the credit program, at least one-half of credits taken should not be one of the following:

- (1) courses offered in the student's own major
- (2) courses offered in the student's own double major
- (3) courses offered in the student's own minor

VIII. Curriculum:

All courses offered in the program are compulsory courses, including 5 professional courses and a 1 semester off-campus internship. In total, students should take 24 credits. The courses offered in the program are listed below:

Applicable after the academic year of 2014

Category	Course name	Semester	Number of credits	Class hours	Year	Department offering the course(s)	Remark
Compulsory courses							
Total			24	15			