

Proposal for Wenzao Ursuline University of Languages to Offer “Cloud and Mobile Business Management Credit Program”

Applicable after the first semester of the academic year of 2014

Approved by the College Curriculum Committee of the College of
English and International Studies on February 24, 2014

Approved by the College Meeting of the College of English and
International Studies on March 5, 2014

Approved by the University Curriculum Committee on March 25, 2014

Approved at the Academic Affairs Committee on May 27, 2014

- I. Program name: Cloud and Mobile Business Management Credit Program
- II. Planning departments: Department of International Business Management, Department of Digital Content Application and Management, and Department of International Affairs
- III. Program objectives:

This program is a cross-disciplinary program that aims to enhance students' professional knowledge on the basis of students' knowledge of language and management and cultivate students' ability in mobile business management as well as their professional knowledge of mobile business and management.
- IV. Qualifications for application: Sophomore students of the college program (or above)
- V. Application procedures: Applicants should complete the application form to be signed by the chairperson of their department. They should then submit the application form to the Department of Digital Content Application and Management, Department of International Affairs or Department of International Business Management.
- VI. Credits: The minimum requirement is 20 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
- VII. Regulations for the issue of program certificate:
 - (1) Application deadline: Students who meet the requirements of the program should submit their application to the Department of International Affairs, the Department of Digital Content Application and Management, or the

Department of International Business Management one month before graduation.

- (2) Information required: One copy of Chinese transcript of records issued by the Registration Section.

VIII. Point of contact: Assistant of Department of International Business Management. Extension number 6202.

Assistant of Department of Digital Content Application and Management. Extension number 6302

Assistant of Department of International Business Management Extension number 6102

Curriculum for “Cloud and Mobile Business Management Credit Program”

Category	Course name	Credits	Remark
Compulsory courses	Digital Technology Management	3	
	Business Management	3	One out of the two
	Introduction to Business Management	3	
Total		6	
Elective courses	Interactive Multimedia Design	3	
	Website Design and Management	3	
	Illustration Design	2	
	Dynamic Webpage Design	3	
	User-centered Design	3	
	E-commerce in Practice	3	
	International Trade Practices	3	
	International Marketing Management	3	
	Financial Management	3	
	International Human Resource Management	3	
	Enterprise Resource Planning	3	
	Service Industry Management/ Services Marketing	3	
<p>Students shall take at least 20 credits. For students who take the credit program, at least one-half of credits taken should not be one of the following:</p> <p>(1) courses offered in the student’s own major</p> <p>(2) courses offered in the student’s own double major</p> <p>(3) courses offered in the student’s own minor</p>			