

Implementation Guidelines for “English-Taught Business Management” Credit
Program, College of English & International Studies
Wenzao Ursuline University of Languages

Applicable from 2020

Approved at the Academic Affairs Committee on May 26, 2020

- I. Program name: English-Taught Business Management Credit Program
- II. Program planning department: College of English & International Studies
- III. Program coordinator: College of English & International Studies
- IV. Objective: To enhance the features of the College of English & International Studies and to implement integration and application of cross-department courses, the “English-Taught Business Management Credit Program” is established under the “Regulations for Program Establishment and Course Requirements, Wenzao Ursuline University of Languages” to improve language proficiency and employability of students of College of English & International Studies and other colleges.
- V. Program planning: Intergrated and multidisciplinary learning is essential in enhancing students’ career competitiveness. With foreign languages skills and business expertise, students will be competitive in an international job market. This English-taught business module program is not only a course of choice for international exchange students but for language majors who aim their career development in international corporations. Students who have completed 20 credits of coursework will receive a program certificate.
- VI. Qualifications for application: Sophomore students of the 4-year college program (or above), junior students of the 2-year college program (or above) and graduate students are eligible for

application no later than the end of the first semester of their final academic year. (excluding students who extend graduation time). Applications that are submitted after the deadline announced by the Office of Academic Affairs will not be considered.

VII. Application and evaluation procedures: Please fill out the online application form within the time period announced by the Office of Academic Affairs.

VIII. Credits: The number of credits to be taken and the related regulations of the program are arranged by the unit in-charge. Students should complete a minimum of 20 credits and no more than one-half of credits taken are from 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

IX. Regulations for the issue of program certificate:

- (1) Review of qualifications: The unit in charge of the program should complete the qualification review before students graduate.
- (2) Issue of certificates: According to the results of qualification review provided by the unit in charge of the program, the Registration Section shall ask for the approval from the Dean of Academic Affairs. Upon approval, the university will issue the certificate for the "English-Taught Business Management" credit program.

X. Point of contact: College of English and International Studies (extension number 6002)

XI. List of credits and courses of the program

	Course	Credits	Class hours	College	Remarks
1.	International Economics	3	3	College of English and International Studies	Foundation courses
2.	International Business Management	3	3		
3.	Taiwan's Economic and Trade Industries	3	3		
4.	International Human Resource Management	3	3		Advanced courses
5.	International Marketing Management	3	3		
6.	International Business Case Studies	3	3		Soft curriculum
7.	Intercultural Communication	3	3		
8.	Business Ethics and Social Responsibilities	2	2		