



中國文化大學

全球商務學士學位學程

Chinese Culture University
Department of Global Business

Bachelor Program of Global Business

學生手冊

Student Handbook

2023 September

GLOBAL
BUSINESS

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Chapter 1- Program Introduction

Introduction

For developing business management specialists with a global perspective in response to business globalization, Bachelor Program of Global Business was established in August 2013. The program integrates core and specialized subjects among six departments (Department of International Business Administration, Department of International Trade, Department of Accounting, Department of Tourism Management, Department of Information Management, and Department of Banking & Finance) of College of Business, developing all-English learning environments and offering systematically global business training for students. The program admits both domestic and international students. English is the only medium communication in the classroom, which allows students to experience American educational setting as well as advanced competitiveness and English proficiency. It's the ideal choice for those who aspire to study abroad or work in the business field in the future.

Core Capabilities

- English communication
- International Business specializations
- International Business operation abilities.
- Multicultural integration and team-based cooperation.
- Accurate and diverse cultural perceptions and ethics.

Features

- Medium of instruction in English
- Learning with other international students
- Specific field curriculum: go to CCU sister universities for study **one year/semester** or dual degree program
- Entering Master Program of Global Business for further study.

Course Instructors

No.	Chinese/English Name	Highest Education	Contact Information
1.	王瑜哲 博士 (Director) Dr. Yu-Che, Wang	PhD. in Business Education , University of Missouri, Cloumbia, U.S.A.	wyz10@ulive.pccu.edu.tw
2.	郭國誠 博士 Dr. Kuo-Cheng Kuo	PhD. Department of Business Studies, University of Edinburgh, UK	kuochengkuo20@gmail.com
3.	張海燕 博士 Dr. Chang, Hai-Yen	PhD. in Global Education, University of Southern California, U.S.A.	irischang1014@gmail.com
4.	蘇盈月 博士 Dr. Ying Yueh, Su	Ph.D. in Marketing, Bournemouth University, U.K.	syy4@ulive.pccu.edu.tw
5.	任慶宗 博士 Dr. Ching-Tsung Jen	Ph.D. in National Chengchi University, R.O.C	rqz@ulive.pccu.edu.tw
6.	張琦雅 博士 Dr. Chi-Ya, CHANG	PhD. in Business Administration, National Taipei University, R.O.C	zqy1217@gmail.com
7.	黃雪梨 博士 Dr. Shirley, Huang	PhD.in Organizational Leadership, University of La Verne	shirleyhuang60@gmail.com
8.	杜震華 博士 Dr. Tu, Jenn-Hwa	Ph.D. in Economics, The Johns Hopkins University, U.S.A.	tujenn@yahoo.com.tw
9.	林泰宇 碩士 Lin, Tai-Yu	M.A. in Operations Research and Industrial Engineering, Cornell University, U.S.A	arthur@russellbedford.com.tw

Chapter 2 –Program Courses

Required Courses

中國文化大學 國際暨外語學院 全球商務學士學位學程 必修科目表

112 學年度起入學新生實施

112 學年度起入學新生實施											
必修類別	科目名稱	規定學分	一年級		二年級		三年級		四年級		備註
			上	下	上	下	上	下	上	下	
通識科目	國文	4	2	2							六選一課程 (同正課) 免修
	外文	4	2	2							
	外語實習	2	1	1							
	跨域專長	0			0	0					
	人文學科領域	4	4	4		2					
	社會科學領域	2									
	自然科學與數學領域	4									
共同科目	體育	0	0	0	0	0					
	全民國防教育軍事訓練	0	0								
通識及共同必修學分合計		20	9	9	0	2					
院必修專業科目	(3245)國際企業管理	3					3				
	(4009)統計學	6	3	3							
	(3036)經濟學	6	3	3							
	(4001)會計學	6	3	3							
	(7258)管理學	3		3							
	(9507)人力資源管理	3			3						
	(4003)財務管理	3			3						
	(6454)管理資訊系統	3			3						
	(4051)行銷管理	3			3						
	(4008)成本會計	3			3						
	(M074)組織行為與管理	3			3						
	(7345)國際行銷	3				3					
	(4081)投資學	3				3					
	(M073)服務行銷與管理	3				3					
	(C245)公司治理與企業倫理	3				3					
	(8381)策略管理	3					3				
	(3041)商事法	3						3			
	(J357)商業統計應用	3						3			
	(3094)國際貿易理論	3					3				
	(4097)管理經濟學	3						3			
專業必修學分合計		69	9	12	18	12	9	9	0	0	
必修學分總計		89	18	21	18	14	9	9	0	0	
最低畢業學分數		128 學分									
其他修業規定：											
專業證照		105 學年度入學新生起，需取得一張（含）以上之金融、財務、會計、國貿、行銷、管理、資訊領域等相關證照，始得畢業。境外學生(包含外籍生、僑生、陸生、港澳生等)不在此限。									
服務學習		參與服務學習，依本校「服務學習實施辦法」辦理，詳細資訊請參考綜合業務組網頁。 https://cur.pccu.edu.tw/									
全球競爭力檢定		通過全球競爭力檢定，依本校「大學部學生全球競爭力檢定實施辦法」辦理，詳細資訊請參考教務組網頁。 https://reg.pccu.edu.tw/									
倫理課程		參與「職業倫理」、「中華文化專題」，依本校「職業倫理教育實施要點」及「中華文化專題講座實施要點」辦理，詳細資訊請參考綜合業務組網頁。 https://cur.pccu.edu.tw/									

全人學習護照	參與全人學習護照各項學習活動達認證標準，依本校「全人學習護照實施辦法」辦理，詳細資訊請參考課外活動組網頁。 https://activity.pccu.edu.tw/
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**Chinese Culture University, Required Courses List,
Bachelor Program of Global Business**

Effective for Students Enrolled in and from the 2023-2024 Academic Year

Categories for Compulsory Courses	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
Required Courses											
General Required Courses	CHINESE	4	2	2							
	FOREIGN LANGUAGE	4	2	2							Choose 1 of 6 Courses
	FOREIGN LANGUAGE LISTENING AND SPEAKING DRILL	2	1	1							
	INTERDISCIPLINARY PROGRAM	0			0	0					N/A
	ART AND HUMANITIES	4	4	4		2					
	NATURAL SCIENCES AND MATHEMATICS	4									
	SOCIAL SCIENCES	2									
Common Courses	PHYSICAL EDUCATION	0	0	0	0	0					
	ALL-OUT DEFENSE EDUCATION										
	MILITARY TRAINING - INTERNATIONAL SITUATIONS	0	0								
Total General and Common Courses Credits		20	9	9	2	0					
Required Courses by College	(3245) INTERNATIONAL BUSINESS MANAGEMENT	3					3				
Required Courses by Department	(4009) STATISTICS	6	3	3							
	(3036) ECONOMICS	6	3	3							
	(4001) ACCOUNTING	6	3	3							
	(7258) MANAGEMENT	3		3							
	(9507) HUMAN RESOURCE MANAGEMENT	3			3						
	(4003) FINANCIAL MANAGEMENT	3			3						
	(6454) MANAGEMENT INFORMATION SYSTEM	3			3						
	(4051) MARKETING MANAGEMENT	3			3						
	(4008) COST ACCOUNTING	3			3						
	(M074) ORGANIZATIONAL BEHAVIOR AND MANAGEMENT	3			3						
	(7345) INTERNATIONAL MARKETING	3				3					
	(4081) INVESTMENT	3				3					
	(M073) SERVICE MARKETING AND MANAGEMENT	3				3					
	(C245) CORPORATE GOVERNANCE AND ENTERPRISE ETHICS	3				3					
	(8381) STRATEGIC MANAGEMENT	3					3				
	(3041) COMMERCIAL LAW	3						3			
	(J357) APPLICATION OF STATISTICS IN BUSINESS	3							3		
	(3094) INTERNATIONAL TRADE THEORY	3						3			
	(4097) MANAGERIAL ECONOMICS	3							3		
Total Credits of Required Subjects		69	9	12	18	12	9	9	0	0	
Total Required Credits		89	18	21	18	14	9	9	0	0	
Graduate Credits		128									

Categories for Compulsory Courses	Course Title	Credit Hours	1st Year		2nd Year		3rd Year		4th Year		Remark
			1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	1st semester (Sep)	2nd semester (Feb)	
Other provisions of graduate requirements :											
Licenses	Undergraduate students who are enrolled after September 2016 must acquire at least 1 license in the fields of finance, banking, accounting, international trade, marketing, management, and information management, etc. to graduate. This regulation is for Taiwanese students only.										
Service Learning	Participation in service learning shall be conducted in accordance with the 'Implementation Measures for Service Learning' of the university. For detailed information, please refer to the website of the Curriculum Section at http://cur.pccu.edu.tw/ezfiles/7/1007/img/166/HL04.pdf										
Global competitiveness	Passing the "Implementation Measures for the Global Competitiveness Assessment of University Students" is mandatory for graduation. Visit the website of the Registration Section for more information.										
Professional Ethics/ Special Topics in Chinese Culture	According to the university's 'Implementation Guidelines for Professional Ethics Education' and 'Implementation Guidelines for Chinese Culture Topics Lectures,' students are required to participate in two-semester courses: 'Professional Ethics' and 'Chinese Culture Topics.' For detailed information, please refer to the website of the Curriculum Section: http://cur.pccu.edu.tw/ezfiles/7/1007/img/166/HL30.pdf ."										
Whole Person Learning Passport	To fulfill the Whole Person Learning Passport requirements, students must actively participate in various learning activities. These activities are organized in accordance with our university's guidelines for the Whole Person Learning Passport. For more detailed information, please visit the website of the Extracurricular Activities Section at https://activity.pccu.edu.tw/ ."										

Chapter 3- Graduation

Length of Study:

According to CCU regulations of academic programs, the maximum year of study for the undergraduate programs will be 4 years, for master's programs 1-4 years, and for doctoral programs 2-7 years, except for the undergraduate program of the Department of Architecture and Urban Design, the maximum year of which extends to 5 years.

依據本校學則規定，除建築及都市設計學系學士班修業年限為五年外，其餘各學士班修業年限均為四年，碩士班修業年限為一至四年、博士班修業年限為二至七年。

Graduation Threshold:

1. Service Learning 服務學習: Campus Service Learning is required for all students enrolled after September 2011. For more detailed information, please refer to:

<http://cur.pccu.edu.tw/ezfiles/7/1007/img/166/HL04.pdf>

<http://reg.pccu.edu.tw/ezfiles/4/1004/img/500/chart2.pdf>

2. English Language Proficiency Achievement 英語能力:

To graduate, a student must achieve a TOEIC score of 640 or above, or an equivalent score on a similar test.

Please refer to the following website:

http://reg.pccu.edu.tw/ezfiles/4/1004/img/54/CUAJ_Law07.pdf

<http://reg.pccu.edu.tw/ezfiles/4/1004/img/500/chart1.pdf>

3. Holistic Education Passport 全人學習護照:

For more detailed information, please refer to the following website:

<https://pass.pccu.edu.tw/>

4. 台灣學生：金融證照

105學年度入學新生起，需取得一張（含）以上之金融、財務、會計、國貿、行銷、管理、資訊領域**等**相關證照，始得畢業。**境外學生(包含外籍生、僑生、陸生、港澳生等)不在此限。**

中國文化大學全人學習護照實施要點

100.11.02第1662次行政會議通過

103.07.02第1696次行政會議修正通過

108.04.10第1755次行政會議修正通過

- 一、 為落實全人學習護照（以下簡稱本護照）之推動，依據「中國文化大學全人學習護照實施辦法」第八條之規定，訂定「中國文化大學全人學習護照實施要點」（以下簡稱本要點）。
- 二、 依據中國文化大學全人學習護照實施辦法第五條規定，各項學習簽證活動認證標準採點數制，活動時間在4小時以內者得認證1至4點，4小時以上未滿8小時者得認證5至8點，8小時以上未滿16小時者得認證9至12點，超過16小時者得認證13至16點，單項活動以16點為限。各項活動認證點數，並得依重要性分為校辦性、跨校性、全國性及國際性等層級獲得外加點數，經學務處會同相關單位審核後公告。
- 三、 各項學習簽證活動之類別，如下：
 - （一） 德育簽證：含中華文化學習、課外服務學習活動及其他德育相關活動。
 - 1、 中華文化學習活動如中華文化講座、倫理與道德講座、中華文化體驗活動及其他各類中華文化學習活動。
 - 2、 課外服務學習活動如校園公共服務學習、社團與社區服務學習、志工服務活動及其他各類課外服務學習活動。
 - （二） 智育簽證：含外語學習、資訊應用學習活動及其他智育相關活動。
 - 1、 外語學習活動如外語學習講座、外語學習活動、外語能力檢定考試及其他各類外語學習活動。
 - 2、 資訊應用學習活動如創新思維講座、創新思維活動、資訊應用講座、資訊應用研習活動、專業資訊講座、專業證照考試及其他各類資訊應用學習活動。
 - （三） 體育簽證：含健康促進學習活動及其他體育相關活動，如健康促進體驗活動、健康促進研習課程、健康促進講座、體育競賽活動及其他各類健康促進學習活動。
 - （四） 群育簽證：含國際視野學習、團隊學習活動及其他群育相關活動。
 - 1、 國際視野學習活動如國際移地學習、國際學術交流、校園國際化活動、兩岸交流學習及其他各類國際視野學習活動。
 - 2、 團隊學習活動如社團活動、班級經營活動、團隊合作研習活動及其他各類團隊學習活動。
 - （五） 美育簽證：含藝文學習活動及其他美育相關活動，如藝文講座、藝文活動、藝文展演其他各類有關藝文學習活動。

上列各項學習簽證活動之認證類別，經學務處會同相關單位審核後公告；活動內容

及其認證點數，每學期另行公告。

- 四、 學習簽證認可之校內學習活動，除課外服務學習、團隊學習與移地學習等部份校外活動場域授權學務處會同相關單位認證外，須於本校各校區、館樓內舉行，且須設有簽到處。

學生取得專業證照或參與校外活動進行登錄，須檢附出席證明、參與照片、票根或其他佐證資料及學習心得提出申請，學務處得依照上述各項學習簽證認證原則核定點數。

- 五、 學習簽證認證方式，採電子簽到方式為主，補登錄為輔。

(一) 備有電子簽到設備及權限之活動辦理單位，活動前於活動登錄系統中完成活動建置、活動公告、報名連動後，電子報到資料將自動批次完成登錄。

(二) 未採用連動電子報到之活動，活動辦理單位須於活動結束一週內完成學號補登錄。

- 六、 有下列情形之一者，不予登錄學習活動至學習護照：

(一) 不符合全人學習護照認證範圍。

(二) 活動辦理單位未提供舉辦資訊。

(三) 登錄逾期，經催告活動辦理單位仍未辦理補登錄。

(四) 簽到資料不全、學號錯誤、或字跡難以辨識者。

(五) 學生參與活動時不具有本校正式學籍者。

- 七、 每項學習簽證活動認證標準至少須達18點，方取得該項學習簽證認證。學習簽證認證分為5等級，達到18點（含）者為普級；40點（含）者為銅級；60點（含）者為銀級；80點（含）者為金級；100點（含）以上者為達人級，對於獲得達人級者，得另頒予學習簽證證書，以茲獎勵。

- 八、 依據中國文化大學全人學習護照實施辦法第六條規定，轉學生依轉入本校之年級減免認證標準如下：

(一) 轉入二年級上學期之轉學生，畢業時各項學習簽證均須達到18點。

(二) 轉入二年級下學期之轉學生，畢業時各項學習簽證均須達到15點。

(三) 轉入三年級上學期之轉學生，畢業時各項學習簽證均須達到12點。

(四) 轉入三年級下學期之轉學生，畢業時各項學習簽證均須達到9點。

- 九、 為激勵學生自主學習，本護照訂有獎勵措施鼓勵通過認證學生；獲獎名額及項目視當年度預算編列而訂，實行方式於每學期另行公告。

- 十、 本要點經行政會議通過後實施；修正時亦同。

Chapter 4- Notice for Course Selection

1. Go to CCU website: <http://www.pccu.edu.tw>
2. Login to your student account to select courses
3. Double check your selected courses and print it out.

	CCU Student	CCU International Students
Account:	student number	student number
Password:	ID number	Date of Birth (YYYYMMDD)+ the first two letters of your English name <u>Example:</u> <i>English name: WANG MARY</i> <i>Birthday: 1987/10/20</i> <i>Password: 19871020WA</i>

Chapter 5- School Office Services

Office of Academic Affairs			
No.	Units	Location	Services you may need
1	Registrar Section 註冊(教務處)	Da En Floor 10	1. Academic records applications (transcripts, student ID cards, certificate) 2. Change personal information 3. Course selection 4. Graduation
2	Curriculum Section 選課	Da En Floor 10	1. Midterm and final exam 2. Summer courses selection 3. Classroom management 4. Classes, syllabus and credit hours management

Office of Student Affairs			
No.	Units	Location	Services you may need
1	Student Counseling Section 學務處	Da En Floor 2	1. Dormitory application and allocation 2. Student Disciplinary Business 3. Student bus ticket application, lost and found
2	Hygiene Section 衛保組	Da En Floor 2	1. Health care service 2. Clinic 3. Emergency treatment of injury 4. Student insurance
Office of General Affairs			
No.	Units	Location	Services you may need
1	Clerical Section 總務處	Da En Floor 11	1. Venue rental 2. Campus security 3. Traffic management 4. Environmental protection
2	Cashier Section 總務處 出納組	Da En Floor 11	1. Student receivables 2. Tuition, part-time wage and refund

Chapter 6-Course Selection

全商系 選課規則 (RULES FOR COURSE SELECTION)

1. 至系辦請先報年級及姓名，有禮貌地詢問助教學分事宜，並且先確認好自己缺的學分再至系辦詢問，謝謝。

When visiting the department office, please start by providing your name and grade politely, inquire about matters regarding teaching assistant credits, and make sure to confirm the credits you are missing before inquiring at the office. Thank you.

2. 大四學生：請先至【歷年成績單】確認自己所修習的學分數是否有缺，請比對必修科目表。
For senior students, please check your transcript of academic records to verify if there are any credit deficiencies in the courses you have taken. Specifically, compare the required courses with your completed credits.

3. 以下必修都要修習，必修 89 學分，選修 39 學分，共 128 學分。

Requirement course: 89 credits

Elective course: 39 credits

Total 128 credits

4. 外系學分可承認 12 學分。

Admit 12 credits for other department's course.

5. 畢業門檻：多益 640(同等英文檢定也可)、金融證照一張。

Graduation threshold: TOEIC 640 (or equivalent English proficiency test), and obtaining a financial certification.

6. 確認全人學習護照、校園服務學習(一) & 服務學習 (二)是否完成。

Confirm whether you have completed the requirements for the **Whole Person** Education Passport, Campus Service Learning (1) & Service Learning (2).

7. 陸港澳、僑生、台生都必須完成全人學習護照點數(各 18 點)。

Mainland Chinese, Hong Kong, Macau, overseas Chinese, and local Taiwanese students are required to complete the points for the Whole Person Education Passport (18 points).

8. 大四下學期開放可以選修中文課程重補修全商必修課，前提為被當才可以。

In the second semester of senior year, there is an opportunity for students to retake required Chinese courses for the College of Business. However, this option is only available if the student has failed in a previous attempt.

9. 若多益考不到 640 者，在大四時修習商用英文(一)及(二)，即可抵免英文門檻。

If the student does not achieve a score of 640 or higher on the TOEIC test, they can take Business English (1) and (2) during their senior year. These courses can be counted as a substitution for the English language requirement.

10. Graduation Threshold for Foreign students:

11-1. Equal to or higher than TOEIC 640 (IELTS 5.0、TOEFL 68)

11-2. Complete service learning (1) & (2)

一、準 則

- 只有通識課程被當，才能修中文授課的通識課程。

其餘必修都需上本系全英授課之課程；

也可以校際選課(至外校上全英授課之必修課程)

Only General Education course failed can select the course, which is taught in Chinese.

- 大四生及延畢生通識課最多只能修 2 門

The limit of General Education Course are 3 courses (6 credits) in one semester for Senior and Delay graduation students.

- 【大一英文被當】

1. 大一英文為一年級校必修學年課(上下學期都要修)。

2. 被當者可於二年級開始加選「同等級 Level A」即可。

【Fail Freshman English 】

Freshman English is required year-long course (should study in both semester 1 and 2). If you fail Freshman English, selecting Level A English course (not necessarily to be the course in Global Business) is acceptable in 2nd year.

- 【本系專業必修】一定要在本系，只有出國交換之學分可以認抵。

GB Required : Only allow in our department.

- 【本系選修課程】不限年級班別，得任意自由選修。但不建議跳年級修課。

GB Elective : No limit but we are not recommend to select cross grade's course 。

- 【外系選修】全校各系所有科目，不限英文，可承認為他系選修，但外系總學分數不可超過 12 學分。

Other Departments elective:

All courses from other departments are allowed and all languages taught courses are accepted. The maximum credit of other departments is 12 credits only.

- 109/6/18 新增:

若必修課被當，大四下學期可以重補修中文授課之課程。

例如: 經濟課下學期被當，大四下可以上中文的經濟課。

一定要被當，才可以修中文的，並須繳交報告書說明原因。

二、選課事項：

- 未辦理「第一階段選課」者，可直接辦理「第二階段選課」，至遲應於「第二階段選課」期間辦理。

Students can check the system whether the PE course has been selected into Timetable or do it at Second round of course selection.
(2023/9/12 09AM ~9/19 07AM).

一、第二階段：(體育課於第一階段沒選到者)

1. 於第一階段選課時，未選到體育或衝堂者，於此階段依上線時之缺額，先選先上。
2. 加選第二門體育課程者，須自行於第一或第二階段先選一門體育課後，於此階段按學校公告「112 學年度第一學期『加選第二門體育課』公告」，並攜帶公告之相關文件至大孝館 503 室體育室辦公室辦理。

Notes for courses selection and retaking：

【PE Class】

1. Freshman PE is taught in English and you shall take it with your classmates.
2. After 2nd year, you shall choose the PE by yourself and are not limited in English course. You will need 4 PE courses before graduation (1 year for Freshman PE and 1 year PE courses for your choices.)

【Fail PE Courses?】

1. In the 1st selection stage, please select one PE course.
2. Add one more by paper application form in 2nd period
refers to the announcement for GYM office 503)
3. Fail [Freshman PE] would have to retake Freshman PE

三、學年課:

- 先修上、再修下；不得併修或顛倒修習，將不列入畢業學分。但上下都被當者可以顛倒修習。
- 全學年課程，為延續課程連貫性，上下學期均需修習，如僅修習一學期或任何一學期不及格，其已修及格之學期學分數，不得列入畢業學分數計算。

➤ Full-Year Course

1. Students who only take 1 semester course will not have credits.
2. If you failed the course, you must makeup also you can't not reverse it.

四、選不到通識課、大一國文、大一英文?

重補修學生：第二階段時再選大一的通識課、國文、英文。

For students who failed Freshman English、English Conversation、Chinese、GE courses, please select those courses in the Second stage.

五、109/6/18 新增:

1. 轉學生可以運用暑修修習大一英文、國文、語實、體育。

Transfer students can select freshman English、Chinese、PE、English Conversation in summer class.