

BUSINESS ADMINISTRATION DEPARTMENT



1 Educational Features

- Cultivating managerial talents with innovative thinking
- Focusing on interdisciplinary integration as well as certification and competency development
- A curriculum aligned with industrial development and emphasizing practical applications
- Enhancing students' career development through hands-on teaching and corporate internships

2 Curriculum

● Professional Marketing and Sales Program

Cultural and Creative Marketing, Marketing Planning and Implementation, Brand Promotion Planning, Consumer Market Analysis

● Human Resource Management Course

Cultural and Creative Marketing, Marketing Planning and Execution, Brand Promotion Planning, Consumer Market Analysis

● Digital Management and Applications Program

Enterprise Resource Planning (ERP), Artificial Intelligence Applications, Cloud-Based, Intelligent Programming Systems, Enterprise Resource Planning (Distribution)

3 Educational Objectives

- "The Five Balanced Majors" are implemented through the foundational programs of the Faculty of Business and the core programs of the Department of Business Administration.
- Through three elective programs — the Professional Marketing and Sales Program, the Human Resource Management Program, and the Digital Applications and Management Program — students can pursue in-depth studies in specific fields tailored to their personal interests, thereby developing their professional competencies.

Career Opportunities

- Marketing Specialist
- Industry Analyst
- Human Resources Manager
- Training and Development Specialist
- Product Management Specialist
- MIS and ERP Application Officer

Advanced Education System

- Business Management Office
- GMBA (Global Master of Business Administration)

