

## Curriculum Bachelor Program in International Service Industry Management

2023.04.06

Graduation requirement <b>128 credits</b>		1-1 Freshman year 1 <sup>st</sup> Semester	1-2 Freshman year 2 <sup>nd</sup> Semester	2-1 Sophomore 1 <sup>st</sup> Semester	2-2 Sophomore 2 <sup>nd</sup> Semester	3-1 Junior year 1 <sup>st</sup> Semester	3-2 Junior year 2 <sup>nd</sup> Semester	4-1 Senior year	4-1 Senior year
University Compulsory (choose <b>33</b> credits)		<p><b>1. General Education</b></p> <ul style="list-style-type: none"> <li>◇ Core course (10 credits): Chinese Reading and Writing (2) 、 Basic English(2) 、 Education for Life(2) 、 Tzu Chi Humanities and Service Learning (2) 、 Web Visual Design and Programming (2)</li> <li>◇ Others(18 credits)</li> </ul> <p><b>2. Physical Education</b></p> <ul style="list-style-type: none"> <li>◇ Compulsory (2 credits): Physical Activity &amp; Health(2) 、 Electives (1)</li> </ul> <p><b>3. English (2 credits)</b></p>							
Characteristic Electives (choose <b>28</b> credits)	Language (choose <b>14</b> credits)	Language	Business English 1: Elementary (2)	Business English 2: Pre-Intermediate (2)	Business English 3: Intermediate (2)	Business English 4: Upper-Interme diate (2)	Other courses offered by the Dept. of Foreign Languages and Literatures and Foreign Language Education Center.		
		Non-E nglish	Beginner Chinese (I) (3)	Beginner Chinese (II) (3)	Elementary Chinese(I) (3)	Elementary Chinese (II) (3)	Intermediate Chinese (2)	Advanced Chinese (2)	
		Human Etiquette (choose <b>4</b> ISM+ <b>6</b> general education credits)		International Etiquette and Humanistic Aesthetics (2);Tea Ceremony (2); Flower Arrangement (2); Theory and Practice of Volunteering (2); Hospice and End-of-Life Concerns (2); Disaster Management and Relief Volunteer Training (2); Fundamental Buddhism and Meditation Practices (2);					
	Media & IT (choose <b>10</b> credits)				Business Software Applications (2)	New Media Marketing (3) Programming for Business Computing(2)	Market Survey and Analysis(3)	Enterprise Resource Planning (3)	
Foundation Compulsory <b>(46 credits)</b> (Including Internship <b>18</b> credits)		Management (3) Marketing (3) Economics (3)	Accounting (3) Service Management (3) Human Resource Management (3)	Statistics (3)	Research Methodology (3)	CSR & Business Ethics (3) Capstone Project I (I)		Internship I (9) Internship II (9)	

Electives (choose <b>21</b> credits)	International Hospitality & Tourism		Introduction to Hospitality & Tourism (3)	Tourism & Lodging Management (3) Food & Beverage Management (3) Planning and Management of Meetings, Expositions, Events, and Conventions (MEEC) (3)	Entrepreneurial Management (3) Consumer Behavior (3)	Strategic Leadership (3)	Service Industry Administration and Practices (3)		
	Co-Electives				Organizational Behavior (3) International Trade (2)	Customer Relationship Management (3)	Service Industry Financial Management (3) Capstone Project II (I) Internship (9)		
	NGO & Long-term Care	(General education) Active Ageing and Long-term Care (2) (Molecular Biology and Human Genetic) Overview of Geriatric Medicine (2) (Public Health) Health Risk Management of Seniors (2) (Public Health) Long-term Care Policy (2) (Public Health) Health Care Quality and Management(2) (Public Health) Health Care Service Institutes Management (2) (Social work) Social Work Management (2); (Social work) Social Work for the Aged and Long-term Care (2) (General education) Senior Care in Community-Based Aging Service and Learning (2)							
Elective and Seminars (to be confirmed)		Collaborate with industry experts Internship field visits Industry experts speech							

Note 1: In addition to the elective courses above you can take other courses approved by Tzu Chi University or Tzu Chi University of Science and Technology Conference.

Note 2: Not all elective courses will be available each semester and additional courses may be introduced to the program to cover current and up-to-date developments in the field.

Note 3: Students who are unable to participate in internship due to dual/joint degrees or career planning may apply in advance and waive the internship by at least 18 credit hours of courses or one year overseas (including China) work experience/internship. The certification of credits must be approved by the ISM program meetings. Please note that before obtaining a degree, students should still pay the necessary tuition and fees or apply for retention in accordance with the university's regulations to avoid losing their student status.