

**Ming Chuan University Department of New Media and Communication Administration
(Undergraduate Program)**

Courses Outline for All Students Entering in 2023 Academic Year

Label of Courses	Course Code	Course	Year Offered	Semester of Offered	Course Type	Credits	Hours	class	Lab	Course Credit Type	Note
Ming Chuan Required Courses - Chinese Literature	00123	Chinese Literature Appreciation and Creative Writing (I)	Freshman	Previous	Required	2	2	2	0	First Semester	
Ming Chuan Required Courses - Chinese Literature	00124	Chinese Literature Appreciation and Creative Writing (II)	Freshman	Next	Required	2	2	2	0	Second Semester	
Ming Chuan Required Courses - English	01108	Practical English (I)	Freshman	Previous	Required	0	2	1	1	First Semester	
Ming Chuan Required Courses - English	01109	Practical English (II)	Freshman	Next	Required	0	2	1	1	Second Semester	
Ming Chuan Required Courses -English	01208	Practical English (III)	Sophomore	Previous	Required	0	2	1	1	First Semester	
Ming Chuan Required Courses -English	01209	Practical English (IV)	Sophomore	Next	Required	0	2	1	1	Second Semester	
Ming Chuan Required Courses -English	01306	Business Communication English (I)	Junior	Previous	Required	2	3	2	1	First Semester	
Ming Chuan Required Courses -English	01307	Business Communication English (II)	Junior	Next	Required	2	3	2	1	Second Semester	
Ming Chuan Required Courses -English	01406	Business Communication English (III)	Senior	Previous	Required	2	3	2	1	First Semester	
Ming Chuan Required Courses -English	01407	Business Communication English (IV)	Senior	Next	Required	2	3	2	1	Second Semester	
Ming Chuan Required Courses -Computer	36134	IT-Office Applications	Freshman	Previous	Required	2	3	2	1	First Semester	
Ming Chuan Required Courses -Computer	13285	Programming	Freshman	Next	Required	2	3	2	1	Second Semester	
Ming Chuan Required Courses -Physical Education	00121	Physical Education (I)	Freshman	Previous	Required	0	2	2	0	First Semester	

**Ming Chuan University Department of New Media and Communication Administration
(Undergraduate Program)**

Courses Outline for All Students Entering in 2023 Academic Year

Label of Courses	Course Code	Course	Year Offered	Semester of Offered	Course Type	Credits	Hours	class	Lab	Course Credit Type	Note
Ming Chuan Required Courses -Physical Education	00122	Physical Education (II)	Freshman	Next	Required	0	2	2	0	Second Semester	
Ming Chuan Required Course -Physical Education	00221	Physical Education (III)	Sophomore	Previous	Required	0	2	2	0	First Semester	
Ming Chuan Required Course -Physical Education	00222	Physical Education (IV)	Sophomore	Next	Required	0	2	2	0	Second Semester	
Professional Required Courses	29153	Introduction to new media	Freshman	Previous	Elective	2	2	2	0	First Semester	
Professional Required Courses	32101	Visual Communication	Sophomore	Previous	Required	2	2	2	0	Second Semester	
Professional Required Courses	31115	Multimedia Basic Technology	Freshman	Previous	Required	3	3	3	0	First Semester	
Professional Required Courses	31116	Multimedia Advanced Technology	Freshman	Next	Required	3	3	3	0	Second Semester	
Professional Required Courses	33137	Communication Research Methods	Sophomore	Previous	Required	3	3	3	0	First Semester	
Professional Required Courses	33138	Principles of Communication	Sophomore	Next	Required	3	3	3	0	Second Semester	
Professional Required Courses	33328	Communication Practices (I)	Junior	Previous	Required	3	3	3	0	First Semester	
Professional Required Courses	33329	Communication Practices (II)	Junior	Next	Required	3	3	3	0	Second Semester	
Professional Required Courses	26101	Advertising	Freshman	Previous	Required	3	3	3	0	First Semester	

**Ming Chuan University Department of New Media and Communication Administration
(Undergraduate Program)**

Courses Outline for All Students Entering in 2023 Academic Year

Label of Courses	Course Code	Course	Year Offered	Semester of Offered	Course Type	Credits	Hours	class	Lab	Course Credit Type	Note
Professional Required Courses	34112	Public Relations	Freshman	Next	Required	2	2	2	0	Second Semester	
Professional Required Courses	34114	Practices in Photography	Freshman	Previous	Required	2	2	2	0	First Semester	
Professional Required Courses	31212	Computer Graphics	Sophomore	Previous	Required	3	3	3	0	First Semester	
Professional Required Courses	31321	Graduation Project I	Junior	Next	Required	0	2	2	0	Second Semester	
Professional Required Courses	31421	Graduation Project II	Senior	Previous	Required	2	2	2	0	First Semester	
Professional Required Courses	29468	Big Data Analysis	Senior	Previous	Required	2	2	2	0	First Semester	
Professional Required Courses	29213	Convergence and Management in Media Organization	Sophomore	Previous	Required	2	2	2	0	First Semester	
Professional Required Courses	31213	Media Marketing Management	Sophomore	Previous	Required	3	3	3	0	First Semester	
Professional Required Courses	29251	Reading and Analysis of Financial Statements	Sophomore	Next	Required	2	2	2	0	Second Semester	
Professional Required Courses	31214	Digital Production	Sophomore	Next	Required	3	3	3	0	Second Semester	
Professional Required Courses	31215	Web Design	Sophomore	Next	Required	3	3	3	0	Second Semester	
Professional Required Courses	31216	Data Mining	Sophomore	Next	Required	3	3	3	0	Second Semester	
Professional Required Courses	34341	Statistics in Communication Research	Sophomore	Next	Required	2	2	2	0	Second Semester	
Professional Required Courses	29222	3D Object Design	Junior	Previous	Required	2	2	2	0	First Semester	

**Ming Chuan University Department of New Media and Communication Administration
(Undergraduate Program)**

Courses Outline for All Students Entering in 2023 Academic Year

Label of Courses	Course Code	Course	Year Offered	Semester of Offered	Course Type	Credits	Hours	class	Lab	Course Credit Type	Note
Professional Required Courses	29314	Media Financial Management	Junior	Previous	Required	2	2	2	0	First Semester	
Professional Required Courses	29313	Human Resource Management in Media Organization	Junior	Next	Required	2	2	2	0	Second Semester	
Professional Required Courses	29415	Special Lecture Series	Junior	Next	Required	2	2	2	0	Second Semester	
Professional Required Elective Courses	34130	Economics	Freshman	Previous	Elective	2	2	2	0	First Semester	
Professional Required Elective Courses	34131	Psychology	Freshman	Next	Elective	2	2	2	0	Second Semester	
Professional Required Elective Courses	31151	Introduction to Business	Freshman	Next	Elective	3	3	3	0	Second Semester	
Professional Required Elective Courses	33135	News Reporting and Writing	Freshman	Previous	Elective	3	3	3	0	First Semester	
Professional Required Elective Courses	33136	Content Production System	Freshman	Next	Elective	3	3	3	0	Second Semester	
Professional Required Elective Courses	32242	Sociology	Sophomore	Previous	Elective	2	2	2	0	First Semester	
Professional Required Elective Courses	33212	Politics	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	31152	New Media Marketing	Freshman	Next	Elective	3	3	3	0	Second Semester	
Professional Elective Courses	29257	Practice on Project Planning	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	31252	Multimedia Market Analysis	Sophomore	Next	Elective	3	3	3	0	Second Semester	
Professional Elective Courses	31253	Crisis Communication Management	Sophomore	Previous	Elective	3	3	3	0	First Semester	

**Ming Chuan University Department of New Media and Communication Administration
(Undergraduate Program)**

Courses Outline for All Students Entering in 2023 Academic Year

Label of Courses	Course Code	Course	Year Offered	Semester of Offered	Course Type	Credits	Hours	class	Lab	Course Credit Type	Note
Professional Elective Courses	31254	Customer Relationship Management	Sophomore	Previous	Elective	3	3	3	0	First Semester	
Professional Elective Courses	29309	Electronic Commerce	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	31386	The Media Artificial Intelligence and Cloud Applications	Junior	Previous	Elective	3	3	3	0	First Semester	
Professional Elective Courses	29473	International Communication	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29359	Iterative Programming	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29424	Animation Modeling Design	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29369	Interactive Database Application Design	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29374	Omnimedia Storytelling	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29375	Omnimedia Creation	Junior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29414	Information Retrieval	Junior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29423	3D Animation Design	Junior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29464	Media Policy and Regulation	Senior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29471	Media Internship I	Senior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29472	Media Internship II	Senior	Next	Elective	2	2	2	0	Second Semester	

**Ming Chuan University Department of New Media and Communication Administration
(Undergraduate Program)**

Courses Outline for All Students Entering in 2023 Academic Year

Label of Courses	Course Code	Course	Year Offered	Semester of Offered	Course Type	Credits	Hours	class	Lab	Course Credit Type	Note
Professional Elective Courses	31387	Culture and Creative Industries Management	Junior	Next	Elective	3	3	3	0	Second Semester	
Professional Elective Courses	29367	New Media Program Curation	Junior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29368	Communication Skill	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29372	Legal Issues on E-Commerce	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29371	Special Topics on Social Media Operating	Junior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29474	Seminar for E-Commerce	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	31488	Seminar for Workplace Practices	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	32102	Introduction to Electronic Media	Freshman	Next	Elective	2	2	2	0	Second Semester	
Professional Required Courses	29122	Introduction to Communication Industry	Freshman	Next	Required	2	2	2	0	Second Semester	

Total Graduate Credit:128	Total Ming Chuan Required Courses Credit:16
Total General Education Courses Credit:12	Total Professional Required Courses Credit:59
Total Professional Elective Courses Credit:41	Admitted Other Department Credit:20

**Ming Chuan University Department of New Media and Communication Administration
(Undergraduate Program)**

Courses Outline for All Students Entering in 2023 Academic Year

Study Regulations

1. In accordance with the General Provisions for Study, undergraduate students need to satisfactorily complete Service Learning, meet the university-wide basic competencies of English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation.
2. Students need to complete at least 12 General Education course credits. General Education courses are divided into three areas: Humanities, Social Science, and Natural Science. Each area is divided into two subcategories: core and extended. Students need to take 1 two-credit course in both of the subcategories within each area to be eligible for graduation.
3. The elective courses in this course framework can be applied retroactively to students who entered from 2022-23 academic year.
4. Credits taken as General Education electives and within the Teacher Education Program cannot waive professional elective credits.
5. Extra General Education credits earned cannot be counted toward graduation, but can be recorded as accumulated credits.
6. Credits that are related to the Communication field taken from among the General Education electives (eg. Media Literacy) cannot be counted toward graduation.
7. Details on credit waivers between the School of Communication and International College's Journalism and Mass Communication Program are shown in the table below.
8. All the courses listed on the course framework of each semester for the School or the department (including those listed prior to the department's name change) are the professional electives for the department.
9. The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits.
10. News Reporting and Writing, Content Production System, Economics, Introduction to Business, Psychology, Sociology and Politics are seven elective courses that the Department requires students to take. However, students will not be required to retake the courses if they fail them and this will not affect their eligibility for graduation.
11. Media Internship I, Media Internship II, Workplace Internship Project of the Departments of Communication School are the professional electives for the department.
12. Graduating students and students in the extended study period who did not pass required courses of Physical Education can waive a maximum of two (2) required Physical Education courses by passing Comprehensive Physical Education I, Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2022-23 academic year.
13. If International students, overseas students or students from Hong Kong and Macao are not good at Chinese, they can take the courses of Basic Chinese I & II through International College instead of taking Chinese Literature: Appreciation and Creative Writing I & II. This regulation can be applied to students who entered the university prior to the 2022-23 academic year.