

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

## Courses Outline for All Students Entering in 2025 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            | 01115       | Freshman English ( I )                                     | Freshman     | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |      |
| Ming Chuan Required Courses - English            | 01116       | Freshman English (II)                                      | Freshman     | Next                | Required    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Ming Chuan Required Courses -English             | 01215       | Sophomore English ( I )                                    | Sophomore    | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |      |
| Ming Chuan Required Courses -English             | 01216       | Sophomore English (II)                                     | Sophomore    | Next                | Required    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Ming Chuan Required Courses -Computer            | 00911       | Introduction of Artificial Intelligence                    | 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 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    |      |

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|-------------------------------|-------------|--------------------------------------------------|--------------|---------------------|-------------|---------|-------|-------|-----|--------------------|------|
| Professional Required Courses | 26101       | Advertising                                      | Freshman     | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |      |
| Professional Required Courses | 31115       | Multimedia Basic Technology                      | Freshman     | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |      |
| Professional Required Courses | 29153       | Introduction to new media                        | Freshman     | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Required Courses | 32101       | Visual Communication                             | Freshman     | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Required Courses | 34114       | Practices in Photography                         | Freshman     | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Required Courses | 31116       | Multimedia Advanced Technology                   | Freshman     | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Professional Required Courses | 34112       | Public Relations                                 | Freshman     | Next                | Required    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Professional Required Courses | 31213       | Media Marketing Management                       | Sophomore    | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |      |
| Professional Required Courses | 33137       | Communication Research Methods                   | Sophomore    | Previous            | Required    | 3       | 3     | 3     | 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 | 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    |      |

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|----------------------------------------|-------------|-------------------------------------------------|--------------|---------------------|-------------|---------|-------|-------|-----|--------------------|------|
| Professional Required Courses          | 31216       | Data Mining                                     | Sophomore    | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Professional Required Courses          | 33138       | Principles of Communication                     | Sophomore    | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Professional Required Courses          | 29251       | Reading and Analysis of Financial Statements    | Sophomore    | Next                | Required    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Professional Required Courses          | 33328       | Communication Practices ( I )                   | Junior       | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |      |
| Professional Required Courses          | 29314       | Media Financial Management                      | Junior       | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Required Courses          | 33329       | Communication Practices (Ⅱ)                     | Junior       | Next                | Required    | 3       | 3     | 3     | 0   | Second 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 Courses          | 31323       | Graduation Project ( I )                        | Junior       | Next                | Required    | 0       | 2     | 2     | 0   | Second Semester    |      |
| Professional Required Courses          | 29468       | Big Data Analysis                               | Senior       | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Required Courses          | 31421       | Graduation Project (Ⅱ)                          | Senior       | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Required Elective Courses | 33135       | News Reporting and Writing                      | Freshman     | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |      |
| Professional Required Elective Courses | 34130       | Economics                                       | Freshman     | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Required Elective Courses | 31151       | Introduction to Business                        | Freshman     | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |

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|----------------------------------------|-------------|----------------------------------------|--------------|---------------------|-------------|---------|-------|-------|-----|--------------------|------|
| Professional Elective Courses          | 31152       | New Media Marketing                    | Freshman     | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Professional Required Elective Courses | 33136       | Content Production System              | Freshman     | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Professional Elective Courses          | 29122       | Introduction to Communication Industry | Freshman     | 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 Elective Courses          | 34131       | Psychology                             | Freshman     | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Professional Elective Courses          | 31212       | Computer Graphics                      | Sophomore    | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |      |
| Professional Elective Courses          | 31253       | Crisis Communication Management        | Sophomore    | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |      |
| Professional Elective Courses          | 31254       | Customer Relationship Management       | Sophomore    | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |      |
| Professional Elective Courses          | 31255       | Digital Visual Art                     | Sophomore    | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Elective Courses          | 32242       | Sociology                              | Sophomore    | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Elective Courses          | 31252       | Multimedia Market Analysis             | Sophomore    | 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          | 33212       | Politics                               | Sophomore    | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Professional Required Elective Courses | 34341       | Statistics in Communication Research   | Sophomore    | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |      |

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|-------------------------------|-------------|----------------------------------------------------------|--------------|---------------------|-------------|---------|-------|-------|-----|--------------------|------|
| Professional Elective Courses | 29369       | Interactive Database Application Design                  | Junior       | Previous            | Elective    | 3       | 3     | 3     | 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 | 29222       | 3D Object Design                                         | Junior       | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Elective Courses | 29309       | Electronic Commerce                                      | Junior       | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Elective Courses | 29371       | Special Topics on Social Media Operating                 | 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 | 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 | 29375       | Omnimedia Creation                                       | Junior       | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Professional Elective Courses | 29376       | 3D Game Design                                           | 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 | 29474       | Seminar for E-Commerce                                   | Junior       | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Professional Elective Courses | 32459       | Communication Skill                                      | Senior       | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |      |

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|----------------------------------------|-------------|---------------------------------|--------------|---------------------|-------------|---------|-------|-------|-----|--------------------|------|
| Professional Required Elective Courses | 26435       | Advanced Communication Practice | Senior       | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Elective Courses          | 29359       | Iterative Programming           | Senior       | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |      |
| Professional Elective Courses          | 29372       | Legal Issues on E-Commerce      | Senior       | Previous            | Elective    | 2       | 2     | 2     | 0   | First 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          | 29424       | Animation Modeling Design       | Senior       | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Professional Elective Courses          | 29472       | Media Internship ( II )         | Senior       | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Professional Elective Courses          | 29473       | International Communication     | 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    |      |

|                                               |                                               |
|-----------------------------------------------|-----------------------------------------------|
| Total Graduate Credit:128                     | Total Ming Chuan Required Courses Credit:16   |
| Total General Education Courses Credit:12     | Total Professional Required Courses Credit:55 |
| Total Professional Elective Courses Credit:45 | Admitted Other Department Credit:20           |

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

## **Courses Outline for All Students Entering in 2025 Academic Year**

### **Study Regulations**

1. In accordance with the General Provisions for Study, undergraduate students need to 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. Among the 12 university-designated required General Education credits, students must take one course from the Core Courses in the three areas: " Humanities," " Social Sciences," and " Natural Sciences " (2 credits each), and one course from the Interdisciplinary Exploration course group in the newly established " Interdisciplinary Exploration and Self-directed study" area (3 credits). In total, students must take 4 courses. and accumulating 9 credits. Students must select 2 elective courses from the Extended Courses in the " Humanities," " Social Sciences," and " Natural Sciences " areas, and the self-directed study courses under the “Interdisciplinary Exploration and Self-directed study” area. These 2 courses must not be from the same area, and at least 3 credits in total. Additional course credits earned in General Education courses are not counted toward graduation, but can be recorded as accumulated credits.
3. The elective courses in this course framework can be applied retroactively to students who entered from 2024-25 academic year.
4. Credits taken as General Education electives and within the Teacher Education Program cannot waive professional elective credits. Courses from Teacher Education Program can be counted towards elective credits from outside the department, with a maximum recognition limit of 8 credits.
5. Credits that are related to the Communication field taken from among the General Education electives (eg. Media Literacy) cannot be counted toward graduation.
6. Details on credit waivers between the School of Communication and International College’s Journalism and Mass Communication Program are shown in the table below.
7. 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.
8. The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits.
9. News Reporting and Writing, Content Production System, Economics, Introduction to Business, Statistics in Communication Research and Advance Communication Practice are six elective courses that the Department requires students to take. With the exception of Advanced Communication Practice, which is covered under the enforcement rules for Fundamental Professional Competence Standards. However, students will not be required to retake the courses if they fail them and this will not affect their eligibility for graduation.
10. Media Internship I, Media Internship II, Workplace Internship Project of the Departments of Communication School are the professional electives for the department.
11. 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 2021-22 academic year.

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12. Foreign students, overseas Chinese students, Hong Kong students and Macao students may select the following courses to waive "Chinese Literature: Appreciation and Creative Writing I and II" once the related test confirms that they have insufficient Chinese ability: "Basic Mandarin I and II" or "Chinese Literature I and II". This may also be retroactively applied to students who entered the university prior to the 2023-24 academic year.