Ming Chuan University Department of New Media and Communication Administration (undergraduate Program) Courses Outline for All Students Entering in 2020 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 (囬)	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 (1)	Freshman	Previous	Required	0	2	2	0	First Semester	

Ming Chuan	00122	Physical Education	Freshm	Next	Required	0	2	2	0	Second	
Required		(11)	an							Semester	
Courses											
-Physical											
Education											
Ming Chuan	00221	Physical Education	Sopho	Previous	Required	0	2	2	0	First	
Required		(Ⅲ)	more							Semester	
Course											
-Physical											
Education											
Ming Chuan	00222	Physical Education	Sopho	Next	Required	0	2	2	0	Second	
Required		(IV)	more							Semester	
Course											
-Physical											
Education											
Ming Chuan	00321	Physical Education	Junior	Previous	Required	0	2	2	0	First	
Required		(V)			•					Semester	
Courses											
-Physical											
Education											
Ming Chuan	00322	Physical Education	Junior	Next	Required	0	2	2	0	Second	
Required		(VI)			1					Semester	
Courses											
-Physical											
Education											
Professional	32101	Visual Communication	Sopho	Previous	Required	2	2	2	0	Second	
Required	52101	visual Communication	more	1 ICVIOUS	Requireu	2	2	2	0	Semester	
-										Semester	
Courses											
Professional	29120	Multimedia Basic	Freshm	Previous	Required	2	2	2	0	First	
Required	27120	Technology	an	1 ICVIOUS	Requireu	2	2	2	0	Semester	
-		Technology								Semester	
Courses											
Professional	29121	Multimedia	Freshm	Next	Required	2	2	2	0	Second	
Required	27121	Advanced	an	Itext	Required	2	2	2	Ŭ	Semester	
-		Technology								Bennester	
Courses		Technology									
Professional	33215	Principles of	Sopho	Previous	Required	2	2	2	0	First	
Required	55215	Communication (I)	more	1 ICVIOUS	Requireu	2	2	2	0	Semester	
-										Bennester	
Courses											
Professional	33216	Principles of	Sopho	Next	Required	2	2	2	0	Second	
	55210	Communication (II)	more	INCAL	Requireu	2	2	2	0	Semester	
Required			more							Semester	
Courses											
Professional	33250	Communication	Sopho	Previous	Required	2	2	2	0	First	
	55250	Research Methods	more	1 ICVIOUS	Required	~	<u></u>	-	0	Semester	
Required		(I)								Semester	
Courses		(•)									
Professional	33251	Communication	Sopho	Next	Required	2	2	2	0	Second	
	55251	Research Methods	more	TICAL	Required	-	-			Semester	
Required		(II)								Semester	
Courses		(/									
Professional	33328	Communication	Junior	Previous	Required	3	3	3	0	First	
	55528	Practices (I)	Junior	rievious	Required	5	5	5	0		
Required										Semester	
Courses											
Professional	22220	Communication	Inni	Next	Domin- J	3	3	3	0	Sacan ¹	
	33329	Practices (II)	Junior	INEXT	Required	3	3	3	0	Second	
Required										Semester	
Courses											
								I	I		

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Professional Required Courses	34111	Advertising	Freshman	Previous	Required	2	2	2	0	First Semester	
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	29307	Computer Graphics	Sophomore	Previous	Required	2	2	2	0	First Semester	
Professional Required Courses	29421	Thesis Writing	Junior	Next	Required	2	2	2	0	Second Semester	
Professional Required Courses	29422	Graduation Thesis	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	29122	Introduction to Communication Industry	Freshman	Next	Required	2	2	2	0	Second Semester	
Professional Required Courses	29213	Convergence and Management in Media Organization	Sophomore	Previous	Required	2	2	2	0	First Semester	
Professional Required Courses	29221	2D Animation	Sophomore	Previous	Required	2	2	2	0	First Semester	
Professional Required Courses	29223	Media Marketing Management	Sophomore	Previous	Required	2	2	2	0	First Semester r	
Professional Required Courses	29251	Reading and Analysis of Financial Statements	Sophomore	Next	Required	2	2	2	0	Second Semester	
Professional Required Courses	29311	Web Design	Sophomore	Next	Required	2	2	2	0	Second Semester	
Professional Required Courses	29360	Digital Production	Sophomore	Next	Required	2	2	2	0	Second Semester	<u> </u>
Professional Required Courses	29363	Data Mining	Sophomore	Next	Required	2	2	2	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	
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	29153	Introduction to new media	Freshman	Previous	Elective	2	2	2	0	First 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	29152	Introduction to Business	Freshman	Next	Elective	2	2	2	0	Second Semester	
Professional Required Elective Courses	33131	News Reporting and Writing I	Freshman	Previous	Elective	2	2	2	0	First Semester	
Professional Required Elective Courses	33132	News Reporting and Writing II	Freshman	Next	Elective	2	2	2	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	29256	New Media Marketing	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29257	Practice on Project Planning	Sophomore	Next	Elective	2	2	2	0	Second Semester	

Professional Elective Courses	29258	Multimedia Market Analysis	Sophomore	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29309	Electronic Commerce	Junior	Previous	Elective	2	2	2	0	First Semester	
Professional Elective Courses	29473	International Communication	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29475	Artificial Intelligence Media Application	Senior	Next	Elective	2	2	2	0	Second Semester	
Professional Elective Courses	29359	Interative 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	29455	Customer Relationship Management	Junior	Previous	Elective	2	2	2	0	First 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	29467	Cloud Application	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	

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Professional Elective	29472	Media Internship II	Senior	Next	Elective	2	2	2	0	Second Semester	
Courses											
Professional	29461	Crisis Communication	Sophomore	Previous	Elective	2	2	2	0	First	
Elective		Management								Semester	
Courses											
Professional	29365	Studies on Media	Junior	Previous	Elective	2	2	2	0	First	
Elective		Marketing								Semester	
Courses		Strategies									
Professional	29366	Culture and Creative	Junior	Next	Elective	2	2	2	0	Second	
Elective		Industries								Semester	
Courses		Management									
Professional	29367	New Media Program	Junior	Next	Elective	2	2	2	0	Second	
Elective		Curation								Semester	
Courses											
Professional	29368	Communication	Junior	Previous	Elective	2	2	2	0	First	
Elective		Skill								Semester	
Courses											
Professional	29372	Legal Issues on	Junior	Previous	Elective	2	2	2	0	First	
Elective		E-Commerce								Semester	
Courses											
Professional	29371	Special Topics on Social	Junior	Next	Elective	2	2	2	0	Second	
Elective		Media Operating								Semester	
Courses											
Professional	29474	Seminar for E-commerce	Senior	Next	Elective	2	2	2	0	Second	
Elective										Semester	
Courses											
Professional	31488	Seminar for Workplace	Senior	Next	Elective	2	2	2	0	Second	
Elective		Practices								Semester	
Courses											
Professional	32102	Introduction to Electronic	Freshman	Next	Elective	2	2	2	0	Second	
Elective		Media								Semester	
Courses											

Total Graduate Credit:128	Total Ming Chuan Required Courses Credit:16
Total General Education Courses Credit:12	Total Professional Required Courses Credit:60
Total Professional Elective Courses Credit:40	Admitted Other Department Credit:20

Ming Chuan University Department of New Media and Communication Administration (undergraduate Program) Courses Outline for All Students Entering in 2020 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 2019-2020 academic year.

4.Extra General Education credits earned cannot be counted toward graduation, but can be recorded as accumulated 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.Credits taken as General Education electives and within the Teacher Education Program cannot waive professional elective credits.

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. cannot be counted toward graduation.

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. Details on credit waivers between the School of Communication and International College's Journalism and Mass Communication Program are shown in the table below.

10. Introduction to New Media, News Reporting and Writing I, News Reporting and Writing II, Economics, Psychology, Introduction to Business, Sociology, Politics are eight 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 and Seminar for Workplace Practices offered by various departments of the School of Communication are recorded as professional elective courses.