

Ming Chuan University Fashion and Innovation Management Program Course Outline for all students entering in 2021

Courses	Credits	Hours	1st year		2nd year		3rd year		4th year		Note	
			Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring		
			Class	Lab	Class	Lab	Class	Lab	Class	Lab		Class
99773 Chinese Literature: Appreciation and Creative Writing I 中國文學鑑賞與創作(一)	3	3	3									Only applied to local students
99774 Chinese Literature: Appreciation and Creative Writing II 中國文學鑑賞與創作(二)	3	3		3								
99759 Basic Mandarin Conversation I 基礎華語(一)(英)	3	3	3									1.Substitutes for Chinese Literature: Appreciation and Creative Writing 2.Only applied to Overseas Chinese students and International students
99760 Basic Mandarin Conversation II 基礎華語(二)(英)	3	3		3								
99792 English Enhancement 英文能力加強(英)	0	3	3									Students who fulfill one of the following conditions can waive the 0-credit required English Enhancement course: 1. Enrolled with an international passport and are native English speakers, or whose countries use English as the official language (as indicated on the website of Ministry of Foreign Affairs, Republic of China); 2. Provide a high school certificate or transcript to prove all courses were taught in English; 3. Obtain a CEFR B1 level on IC's Placement Test, or provide the equivalent result from an recognized English Proficiency Test.
99793 Academic Oral Communication 學術英文口語溝通(英)	3	3		3								Students who have reached the CEFR B1 level but not yet at the B2 level on IC's Placement Test, or have the equivalent result from a recognized English Proficiency Test, will take the following 3 required courses (3-credit each): "Academic Oral Communication," "Academic Reading and Writing I" and "Academic Reading and Writing II."
99794 Academic Reading and Writing (I) 學術英文閱讀與寫作一(英)	3				3							Students who fulfill one of the following conditions will take the 3 required courses (3-credit each); "Advanced Seminar I," "Advanced Seminar II," and "Advanced Seminar III": 1. Enrolled with an international passport and are native English speakers, or whose countries use English as the official language (as indicated on the website of Ministry of Foreign Affairs, Republic of China); 2. Provide a high school certificate or transcript to prove all courses were taught in English; 3. Obtain a CEFR B2 level on IC's Placement Test, or provide the equivalent result from an recognized English Proficiency Test.
99795 Academic Reading and Writing (II) 學術英文閱讀與寫作二(英)	3					3						
99796 Advanced Seminar (I) 高階英文專題一(英)	3			3								
99797 Advanced Seminar (II) 高階英文專題二(英)	3				3							1.Upon approval of the course teacher and passing placement tests, students can apply taking these three courses. 2.Substitutions for Practical English 1-4, Business Communication 1-2, and Practical English for Professionals 1-2
99798 Advanced Seminar (III) 高階英文專題三(英)	3					3						
99786 Advanced Academic English 高階學術英文教學訓練(英)	3	3					3					
99787 Advanced Academic English Practicum 高階學術英文教學實務(英)	3	3						3				
99788 Advanced Academic English Integrated Training 高階學術英文整合訓練(英)	3	3								3		
99775 Applied Information Technology : Office Software 資訊科技：辦公室應用(英)	3	4	3	1								

Core Required Courses

General Elective Courses	25249	Integrated Marketing Communications	整合行銷傳播(英)	3	3											3											
	25336	Human Resources Management	人力資源管理(英)	3	3											3											
	25340	French VI	法文(六)(英)	3	3											3											
	25430	Strategy Management	策略管理 (英)	3	3											3											
	25410	Internship	實習(英)	3	3																		3				
	25411	Fashion Industry Advanced Internship I	時尚產業進階實習(一)(英)	3	3																		3				
	25421	Fashion Industry Advanced Internship II	時尚產業進階實習(二)(英)	3	3																				3		
	25412	Brand Planning Advanced Internship I	品牌企劃進階實習(一)(英)	3	3																		3				
	25422	Brand Planning Advanced Internship II	品牌企劃進階實習(二)(英)	3	3																				3		
	25413	Fashion Event Marketing Advanced Internship I	時尚活動行銷進階實習(一)(英)	3	3																		3				
	25423	Fashion Event Marketing Advanced Internship II	時尚活動行銷進階實習(二)(英)	3	3																				3		
	25434	Visual Art	視覺藝術(英)	3	3																		3				
	25435	Fashion Trend	時尚趨勢(英)	3	3																		3				
	25436	Fashion Trade	時尚進出口貿易(英)	3	3																		3				
	25446	Fashion Public Relation	時尚公關(英)	3	3																				3		
25449	Fashion Contemporary Topic	時尚當代議題(英)	3	3																				3			
Subtotal				90	90	0	0	3	0	12	0	9	0	12	0	18	0	21	0	15	0						
Choose at least credits				26	26																						
Subtotal College Required Course Credits																								33			
Subtotal Professional Required Credits																								69			
Subtotal Professional Elective Credits																								14			
Free Elective Credits																								12			
Total Credits																								128			
Notes	<p>1. Upon approval of the program director, students may choose any English-taught courses or second foreign language courses for up to 12 credits to fulfill program completion requirements.</p> <p>2. Additional course credits in general education or teacher education program cannot be counted in the total number of credits required for obtaining a Bachelor's degree. For students who earn more than 12 credits of general education electives, the amount could be counted as free electives credits.</p> <p>3. Credits in free electives outside this course curriculum may be counted toward student's total credits required for graduation; however, the approval from program chair is required.</p> <p>4. Students have to complete at least 12 general elective credits before graduation which must include at least one subject from "Social Sciences", one subject from "Mathematics & Sciences", one subject from "Humanity & Arts", one subject from "Cross-disciplinary General Education Category".</p> <p>Professional required and elective credits of each program cannot be counted as IC core elective credits.</p> <p>6. All students need to take a placement test every year. Students who pass the CEFR B1 level of placement test can apply for waiving Academic English Listening and Speaking 1, Academic English Vocabularies and Reading 1, and Academic English Grammar and Composition 1. Students who fulfill following conditions still need to take placement test and applying waiving Academic English Listening and Speaking 1, Academic English Vocabulary and Reading 1, and Academic English Grammar and Composition 1 after they pass the CEFR B1 level of placement test: document indicating English as the language of instruction in the previous level of education, or English as the first language, or English as the official language.</p> <p>7. Students who fulfill one of the following conditions can waive the 0-credit required English Enhancement course: 1. Enrolled with an international passport and are native English speakers, or whose countries use English as the official language (as indicated on the website of Ministry of Foreign Affairs, Republic of China); 2. Provide a high school certificate or transcript to prove all courses were taught in English; 3. Obtain a CEFR B1 level on IC's Placement Test, or provide the equivalent result from an recognized English Proficiency Test.</p> <p>8. Students who have reached the CEFR B1 level but not yet at the B2 level on IC's Placement Test, or have the equivalent result from a recognized English Proficiency Test, will take the 3 required courses (3-credit each): "Academic Oral Communication," "Academic Reading and Writing I" and "Academic Reading and Writing II."</p> <p>Students who fulfill one of the following conditions: 1. Enrolled with an international passport and are native English speakers, or whose countries use English as the official language (as indicated on the website of Ministry of Foreign Affairs, Republic of China); 2. Provide a high school certificate or transcript to prove all courses were taught in English; 3. Obtain a CEFR B2 level on IC's Placement Test, or provide the equivalent result from an recognized English Proficiency Test, will take the 3 required courses (3-credit each); "Advanced Seminar I," "Advanced Seminar II," and "Advanced Seminar III"</p> <p>9. Before graduation from Ming Chuan University, students who hold Form-5 high school diploma are required to take at least a total of 12 credits of elective courses using English as the language of instruction.</p> <p>9. In accordance with MCU General Provisions for Study, all undergraduate students must pass the requirements for Service-Learning, English Proficiency, Information Technology Proficiency, Chinese Proficiency, Sports Ability, and Basic Professional Skills in order to graduate.</p> <p>10. To comply with graduation requirements regulation of FIM program; students must complete 500 hours local/overseas internship before graduation.</p> <p>11. Students who fulfill following conditions can apply waiving French I, French II, French III, and French IV: document indicating French as the language of instruction in the previous level of education, or French as the first language, or French as the official language. Upon approval of the program director, students may choose other Mandarin or foreign language courses which have same credit value as French I, French II, French III, and French IV.</p> <p>12. International freshmen or first-year students who can provide proof of achieving higher Chinese proficiency level (TOCFL Band B above 60) in two weeks of school begin, can apply to waive "Basic Mandarin Conversation I" and "Basic Mandarin Conversation II" and take "Intermediate Mandarin Conversation I" and "Intermediate Mandarin Conversation II"; However, the approval from program chair is required.</p> <p>13. This course outline applies to students entering in Fall 2019 Elective courses on this course curriculum may be counted toward total graduation credits by students who entered the university prior to</p>																										