

Overseas Chinese University (OCU)
Department of Marketing and Supply Chain Management (MSCM)
4-Year Curriculum for Students Admitted in Academic Year 2026

Version1 : 20260331 passed- Department Curriculum Committee : 20260617 passed-College Curriculum Committee : 20260702 passed-University Curriculum Committee

2026-2027						2027-2028						2028-2029						2029-2030						C r e d i t / H o u r
Subject		2026Fall		2027Spring		Subject		2027Fall		2028Spring		Subject		2028Fall		2029Spring		Subject		2029Fall		2030Spring		
		C r e d i t	H o u r	C r e d i t	H o u r			C r e d i t	H o u r	C r e d i t	H o u r			C r e d i t	H o u r	C r e d i t	H o u r			C r e d i t	H o u r	C r e d i t	H o u r	
General Subjects	Elementary Chinese Certification A	4	4			Practical Chinese A	2	2			Advanced Chinese A	2	2											28/28
	Elementary Chinese Certification B			4	4	Practical Chinese B			2	2	Advanced Chinese B			2	2									
	Workplace English A	2	2																					
	Workplace English B			2	2																			
	General Studies-Taiwan History and Culture	2	2																					
	General Studies-Taiwan Society			2	2																			
	physical education	2	2	2	2																			
	Subtotal	10	10	10	10	Subtotal	2	2	2	2	Subtotal	2	2	2	2	Subtotal	0	0	0	0				
Professional subjects (Required)	New Retail Service Model Introduction	2	2			Marketing Management	2	2			Logistics Management	3	3			E-commerce	3	3					40/40	
	Multimedia and Web Design	2	2			Warehouse & Transportation Management	2	2			Retail Management			3	3	Global Logistics Management			3	3				
	Business Management			2	2	Consumer Behavior			3	3	Cross-Tech New Retail Service Practical Project B	3	3											
	Creative Thinking	2	2			Cross-Tech New Retail Service Practical Project A			3	3	Marketing Research			3	3									
	AI Introduce Aesthetic Design			2	2																			
	Distribution Management Concept			2	2																			
	Subtotal	6	6	6	6	Subtotal	4	4	6	6	Subtotal	6	6	6	6	Subtotal	3	3	3	3				
Internship Subjects (Required)					Corporate Internship A	6	6			Corporate Internship C	6	6												
					Corporate Internship B			6	6															
	Subtotal	0	0	0	0	Subtotal	6	6	6	6	Subtotal	6	6	0	0	Subtotal	0	0	0	0				
Professional subjects (Electives)	Interpersonal Relationships & Communication	2	2			Customer Relationship Management	2	2			Advertising Design Practice	2	2			Marketing Case Study			3	3			24/24	
	Business Ethics	2	2			Social Media Marketing	2	2			Services Marketing	2	2			Brand Management			3	3				
	Live Broadcast & Application	2	2			VR Product Design & Development Pactice	2	2			Online Business Operation Practice	2	2			Supply Chain Management	3	3						
	Intelligent Logistics Model Introduction			2	2	Store Management	2	2			Excel Marketing Analysis	2	2			Cool Supply Chain Management	3	3						
	Drone Application & Marketing Practice			2	2	International Marketing			2	2	Market Investigate & Analysis			2	2									
						Internet Marketing			2	2	Exhibition Management			2	2									
						Advertising Creativity Introduction			2	2														
	Suggested Credit	4	4	4	4	Suggested Credit	4	4	2	2	Suggested Credit	2	2	2	2	Suggested Credit	3	3	3	3				
Internship Subjects (Electives)										Corporate Internship D			6	6	Corporate Internship E	6	6							
															Corporate Internship F			6	6					
	Suggested Credit	0	0	0	0	Suggested Credit	0	0	0	0	Suggested Credit	0	0	6	6	Suggested Credit	6	6	6	6				
	Total	20	20	20	20	Total	16	16	16	16	Total	16	16	16	16	Total	12	12	12	12	128/128			
Remarks	1.A minimum of 128 credits is required for graduation. Of these, 86 credits are compulsory, including 28 credits of General Education, 40 credits of Professional Courses, and 18 credits of Internship Courses. The remaining 42 credits are elective courses. 2.Students who have not passed TOCFL (Test of Chinese as a Foreign Language) Level A2 before enrollment must complete 480 hours of Chinese language study before the end of their first academic year. This requirement includes 144 hours of Chinese language courses already offered in the curriculum and an additional 336 hours of Chinese language tutoring/support courses. 3.Courses in bold indicate technical/professional subjects. 4.For internship courses, 80 internship hours are recognized as equivalent to 1 credit per semester.																							