

**National Chung Hsing University  
Taichung, Taiwan**

**POLICIES AND PROCEDURES  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
APPLIED ECONOMICS**



**October 2019**

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# **POLICIES & PROCEDURES**

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

### **APPLIED ECONOMICS**

The following information is a guide to the policies and procedures for the Bachelor in Applied Economics degree. The information is intended for use by undergraduate students, faculty, and staff in the Department of Applied Economics. Additional information can be found at <http://nchuae.nchu.edu.tw/en>. Graduate forms, rules and regulations are available at <http://www.oaa.nchu.edu.tw/eng/rules.htm>.

#### **I. ACADEMIC REQUIREMENTS**

##### **A. General Requirements**

Duration of Bachelor degree:

- Minimum 4 years
- Maximum 6 years (excluding 2 years of academic leave)

*Note:* Academic years can be extended for two more years (excluding 2 years of academic leave).

##### **B. Credit Requirements**

a. Minimum number of credits required for degree (excluding the credits of Physical Education and Defense Education Military Training): 129 credits

1. Extracurricular Required Courses and Credits: at least 28 credits

- PE courses: Required, not counted in graduation credits, total 4 credits. Athletic-talented students should follow the regulation from office of PE
- Service Learning (I) (II): common requirements for first or second semester that students will pass to finish 2 semesters (excluding Service Learning (III))
- English Proficiency Test: 0 credits. Regulated according to the university's standards. (Check the link for further info.: <http://lc.nchu.edu.tw/html.php?id=15>)
- General Courses: (28 credits)
  - ✓ College Chinese (4 credits)
  - ✓ Freshman English (6 credits)
  - ✓ Common General Education Humanistic, Social, Natural
  - ✓ Technology Require 1 credit (International students can be exempted)
  - ✓ As the program belongs to the discipline of business management, only one course from this area will be recognized.
  - ✓ A repeated course is not counted in graduation credits.
  - ✓ Only one course from this area will be recognized.

2. College Required Courses and Credits: none

3. Professional Required Courses and Credits from the department: at least 67 credits

4. Professional Selective Courses and Credits: at least 16 credits

5. Approved Credits from other departments: at most 18 credits

**C. Bachelor Degree Requirements**

a. Minor:

Credits should be the minimal graduation credits that are required by the original department, together with at least 20 subjects and credits. For further information, please see the Office of Academic Affairs websites.

b. Double Majors:

Students who intend to study for a double major degree should meet the department's graduation requirements, and complete all required professional courses (at least 40 credits) from the other department.

c. Admission Requirement:

Students with a senior high school diploma are eligible to apply for undergraduate programs. For those from a five-year secondary education program, their graduation credits should add at least 12 credits. For further information, please see the appendix.

**D. Professional Required Courses and Credits**

The BBA program offers 31 required courses with 106 credits in total. Students should take a minimum of required courses, with at least 67 credits in total.

	<b>Subject</b>	<b>Full/Half</b>	<b>Credits</b>	<b>Note</b>
1.	Principles of Economics	Full	6	
2.	Accounting	Full	6	
3.	Calculus(I)	Half	3	
4.	Calculus(II)	Half	3	
5.	Data Processing	Half	3	
6.	Mathematical Methods for Economic Study	Half	3	
7.	Microeconomics	Full	6	
8.	Macroeconomics	Full	6	
9.	Statistics	Full	6	
10.	Economic Development	Half	3	
11.	Project Study and Planning	Half	3	
12.	Special Topics on Applied Economics(I)	Full	1	First semester 0 credits · second semester 1 credits ; Take second semester only if pass first semester.

13.	Agricultural Economics	Half	3	Group of Agribusiness (at least 2 lessons, 6 credits)
14.	Recreation Farm Management	Half	3	
15.	Agricultural Marketing and Prices	Half	3	
16.	Agricultural Policies and Regulations	Half	3	
17.	Fishing Resources Economics	Half	3	
18.	Economics of Biotechnology	Half	3	
19.	Economics of Management	Half	3	Group of Industrial Economics (At least 2 lessons, 6 credits)
20.	Economics of Industrial Organization	Half	3	
21.	International Economics (I)	Half	3	
22.	Money and Banking	Half	3	
23.	Industries in Bio-economy	Half	3	
24.	Company Management(I)	Half	3	
25.	Input-Output Analysis	Half	3	
26.	Futures and Options	Half	3	
27.	Land Economics (I)	Half	3	Group of Resources and Environmental Economics (At least 2 lessons, 6 credits)
28.	Economics of Outdoor Recreation	Half	3	
29.	Advanced Nature Resource and Environmental Economics (I)	Half	3	
30.	Ecological Economics(I)	Half	3	
31.	Fishing Resources Economics	Half	3	

a. If students fail a required course, they must retake it and pass before graduating. All required courses must be passed before a student is allowed to graduate.

b. Undergraduate students are required to take at least two core courses from each of the following groups before graduation: agricultural economics, environmental and resource economics, and industrial economics. (2008/09/02)

**E. Professional Selective Courses and Credits**

The BBA program offers 26 required courses with 73 credits in total. Students should take a minimum of required courses, with at least 16 credits in total.

	<b>Subject</b>	<b>Full/Half</b>	<b>Credits</b>
1.	Introduction to Applied Economics	Half	3
2.	Mathematic Statistics(I)	Half	3
3.	Econometrics Theory (I)	Half	3
4.	Economic Forecasting Methods	Half	3
5.	Health Economics	Half	3
6.	Mathematic Statistics (II)	Half	3
7.	International Trade Practice	Half	3
8.	Quantitative Approaches to Management and Decision Making	Half	3
9.	Insurance	Half	3
10.	Family Economics	Half	3
11.	Agricultural Producing Economics(I)	Half	3
12.	Financial Statement Analysis	Half	3
13.	International Marketing (I)	Half	3
14.	Game Theory (I)	Half	3
15.	Thesis	Half	2
16.	Marketing	Half	3
17.	Agricultural Theory (Offered College: Agribusiness)	Half	2
18.	Food and Agriculture Education (Offered College: Agribusiness)	Half	3
19.	Operation and Management of Organic Farm (Offered College: Agriculture)	Half	3
20.	Research on Sustainable Agricultural Policies (Offered College: Agriculture)	Half	2
21.	Off-Campus Internship (I)	Half	2
22.	Off-Campus Internship (II)	Half	2
23.	Marketing Management(I)	Half	3
24.	Marketing Research(I)	Half	3
25.	Consumer Behavior	Half	3
26.	Operation Research	Half	3

- a. The above subjects are from curriculum planning, so it is possible that the courses are not offered. If the courses have not been offered for some time but other departments offer such courses, the credits can be recognized as departmental credits.

**F. Credit Exemption**

For further details and updated information, please see “The NCHU Regulation for Credit Exemption” (<http://oaa.nchu.edu.tw/en-us/rule> ).

**II. GRADES**

For each course, a course grade of 70 or above and a student conduct score of 70 or above are required to pass. Students failed the course if the conduct score falls below 60.

*Notes:* Credits from extracurricular required courses, professional required courses, and professional selective courses comprise the required credits for graduation.

The grading rules are referred to “NCHU Guidelines for Grading Students' Academic Performance” (<http://oaa.nchu.edu.tw/en-us/rule> ).

**III. INACTIVE STATUS AND PROBATION, DISMISSAL AND REINSTATEMENT, GRIEVANCES**

Students are afforded rights and have assumed responsibilities for adequately completing the requirements under the policies of the university. Refer to “NCHU’s Student Study Regulations” (<http://oaa.nchu.edu.tw/en-us/rule>). A student’s withdrawal from the Bachelor program is regulated by NCHU. Students who withdraw after having studied for less than one year are not granted any certificate or documentation. Undergraduate students must follow all NCHU regulations. If there is a violation of the regulations, students will receive punishment according to the NCHU Student Study Regulations.



## IV. BBA DEGREE PROGRAM POLICIES & PROCEDURES

### A. Admission

- a. The regulation of admission is in accordance to the “The NCHU Student Study Regulation” as follows:

1. All public or registered private high school graduates or students who meet the qualifications listed in Article 2 or Article 5 of the “Criteria for Recognition of Equivalent Qualifications”, and who are admitted according to the University’s recruitment process, may study in the departments (degree programs) of the University if the Applicant has passed an admissions interview, or admission examination.
2. Students who pass the University’s transferring students’ entrance examination may be admitted to the department (degree program). Students who pass the University’s extension program entrance examination may be admitted to the program.
3. Freshman and transferred students must report to the University and complete the registration process on the designated registration date. Admission of students who fail to register on the said date will be denied.
4. New students must submit a diploma, an equivalent verification document or an official transferring document and other relevant documents in order to enrol. Students who have a legitimate reason may be permitted to delay the submission of the above-mentioned documents and are permitted to enrol. After admission, students still have to submit the required documents before the designated deadline, otherwise their admission will be revoked.

- b. NCHU Admission Application for Foreign Students

1. For more detailed and updated information regarding qualification for the application of foreign degree-seeking students, academic programs and all other required documents, please visit:
2. <https://www.oia.nchu.edu.tw/index.php/en/internationalstudentscategory-en/59-degree-seeking-students-admission-en/61-degree-seeking-requireddocuments-en>  
Foreign Applicants should read thoroughly, complete and submit the online application via NCHU’s office of international affairs website at <https://www.oia.nchu.edu.tw/index.php/en/degree-application-procedure>
3. For the fee information, please visit <http://www.oia.nchu.edu.tw/index.php/en/internationalstudentscategory-en/59-degree-seeking-students-admission-en/63-degree-seeking-fees-en>

### B. Faculty introduction

Effort is made to match the specific professional interests of entering students to the areas of specialization of the faculty in the assignment of the initial temporary advisor and selection of the major professor. After becoming familiar with the research areas of the faculty, the student should select a major thesis advisory professor. The department has seven full-time professors, four full-time associate professors, three assistant professors, four part-time professors, and one adjunct professor. The following is the basic introduction of full-time faculty members:

<b>Full-time Faculty</b>	<b>Position</b>	<b>Professional Field</b>
<a href="#"><u>Chia-Lin Chang</u></a>	Distinguished Professor and Chair	Industrial Organization, Empirical Finance, Energy Finance, Applied Econometrics, Financial Economics, Time Series Analysis, Climate Change Econometrics
<a href="#"><u>Tsorng-Chyi Hwang</u></a>	Professor	International Economics and Marketing, Agricultural Policy and Finance, Rural Development and Planning, Agribusiness Development
<a href="#"><u>Jong-Wen Wann</u></a>	Professor	Agricultural and Food Economics, Agricultural Marketing, Innovation Management
<a href="#"><u>Chi-Chung Chen</u></a>	Distinguished Professor	Economic Analysis of Climate Change, Agricultural Policy, Resource and Environmental Economics, International Agricultural Trade, Energy Economics
<a href="#"><u>Biing-Wen Huang</u></a>	Professor	Agricultural Economics, Industrial Economics, Rural and Agricultural Market Survey
<a href="#"><u>Wei-Chun Tseng</u></a>	Professor	Natural Resources Economics, Applied Econometrics
<a href="#"><u>LiHsien Hank Chien</u></a>	Associate Professor	Agricultural Marketing, Agribusiness Decision and Management, Industrial Economics, Risk Economics
<a href="#"><u>Lee-Yu Shih</u></a>	Associate Professor	Agricultural Finance, Agricultural Economics, Financial Analysis, Insurance
<a href="#"><u>Shu-Yi Liao</u></a>	Associate Professor	Computable General Equilibrium Modeling, Input - Output Analysis, Dynamic Programming, Application of Econometrics Model
<a href="#"><u>Kuo-I Chang</u></a>	Associate Professor	Agricultural Trade, Empirical Analysis of International Trade
<a href="#"><u>Yu-Chen Yang</u></a>	Associate Professor	Agricultural Economics, Environmental and Resource Economics
<a href="#"><u>Yun-Ju Chen</u></a>	Assistant Professor	Analysis of Consumers' Willingness-to-pay, Application and Analysis of Demand Model
<a href="#"><u>Wu-Yueh Hu</u></a>	Assistant Professor	Agricultural Economics, Empirical IO, Applied Econometrics

For further information regarding each faculty member's honors and awards, publications, working papers and conference presentations, among others, please visit:

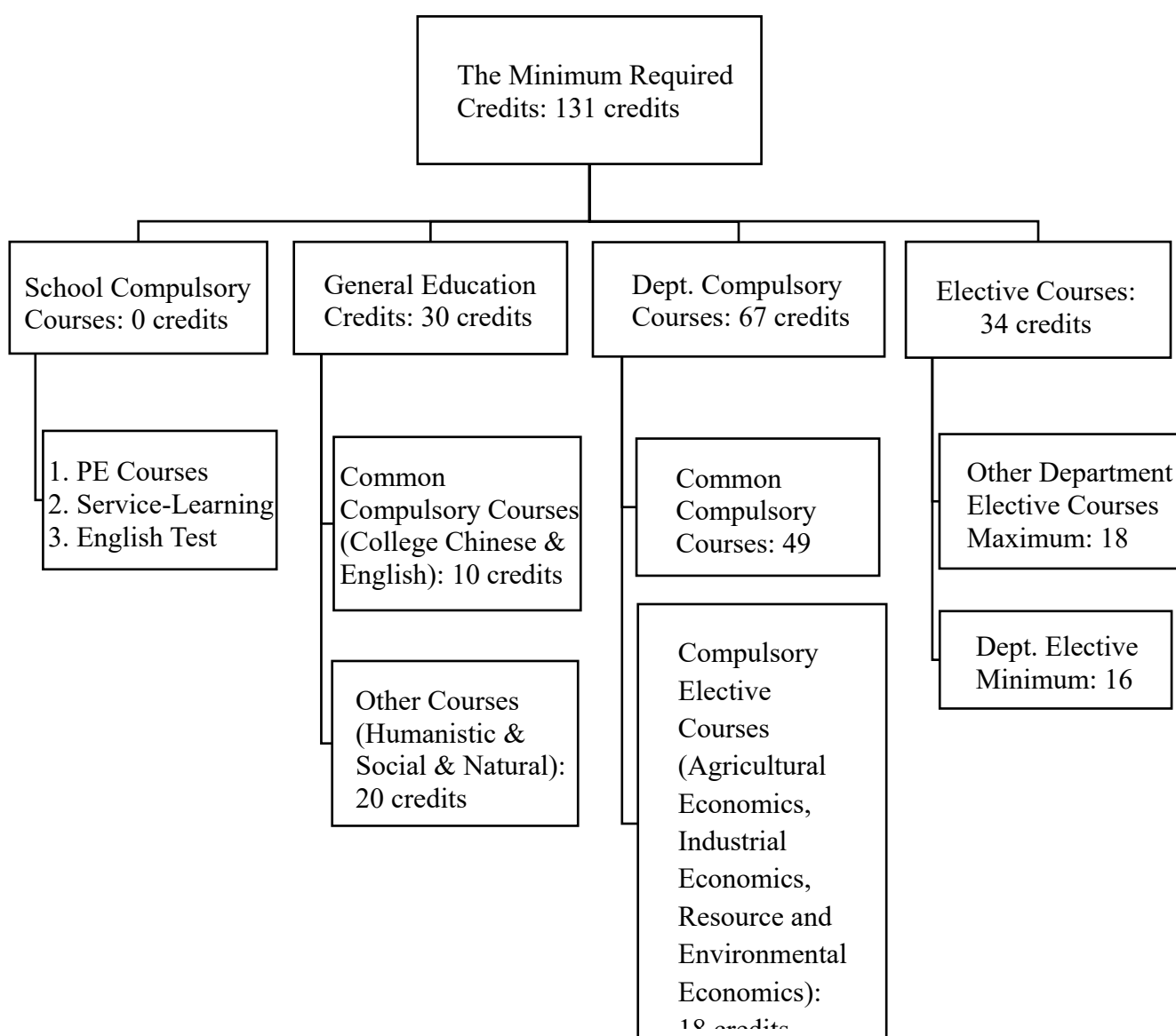
[http://nchuae.nchu.edu.tw/en/member.php?member\\_class=%E5%B0%88%E4%BB%BB%E6%95%99%E5%B8%AB](http://nchuae.nchu.edu.tw/en/member.php?member_class=%E5%B0%88%E4%BB%BB%E6%95%99%E5%B8%AB)

C. *Program of Study: BBA*

a. General Requirements

All Bachelor degree programs of study should be approved and submitted to the Departmental Office at the beginning of each academic semester.

b. BBA in Applied Economics Course Map



**D. Modifications (“Variations”) in the Program**

Bachelor program students wishing to transfer to another departmental/graduate program/degree program can do so only after they have studied in their original program for at least one semester before the transfer application can be filed. The application must be filed within the first two weeks after the student registration date of each semester, and approved by the chair of the original departmental/ graduate program/ degree program. This application must also be approved by the departmental/ graduate program/ degree program to which the student wishes to transfer. The Dean of Academic Affairs and the President of NCHU must also approve the application. For more detailed and updated information, please refer “NCHU Guidelines for Transfer of Department” at <http://oaa.nchu.edu.tw/en-us/rule> .

**E. Completing the BBA in 4 years --- Recommended Study Plan**

The following table shows the suggested timetable [4-year plan] for the Bachelor degree:

Recommended Grade	Common Compulsory Courses	Core Compulsory Elective Courses			Elective Courses
		Agricultural Economics	Industrial Economics	Resources and Environmental Economics	
Freshman	-Principles of Economics -Accounting & Practice Hour -Calculus -Data Processing -Mathematical Methods for Economic Study	-Agricultural Economics -Agricultural Products Trade Policy -Marketing & Pricing of Agriculture Products. -Recreation Farm Management etc.	-Money and Banking -International Economics (I) -Input-Output Analysis etc.	-Economics of Outdoor Recreation -Advanced Nature Resource and Environmental Economics (I) -Ecological Economics (I) etc.	-Econometrics(I) -Quantitative Approaches to Management and Decision Making -Game Theory (I) -Economics Organization of Household -Health Economics etc.
Sophomore	-Microeconomics -Macroeconomics -Statistics & Practice Hour				
Junior	-Economic Development -Project Study and Planning -Applied Economic Project Lecture (I)				
Senior					Internship

## V. GRADUATION ELIGIBILITY & BACHELOR DEGREE CERTIFICATE

The following descriptions are in accordance with “The NCHU Student Study Regulation” at <http://oaa.nchu.edu.tw/en-us/rule> .

### A. *Graduation Eligibility*

Students who meet the following requirements are qualified for graduation:

- a. Having completed the minimum duration of study.
- b. Completing all required courses and fulfilling the credit requirements of the University, college, and respective department (degree program) for graduation.
- c. Having received passing scores in student conduct.

Undergraduate students and extension education students with outstanding academic performance may apply to shorten their duration of study. Relevant regulations are set out separately.

If a department (graduate institute) requires its Master and doctoral students to pass additional subject examinations or qualification examinations before they can start writing their thesis, the students shall follow the requirements.

### B. *Supplementary Regulations*

Students who are required to complete an internship during the holidays shall do so in the summer or winter break of either the second or third academic year in accordance with the University’s Student Summer/Winter Break Internship Regulation. Participating students must receive a passing score in the internship program in order to graduate.

Extension education program students who have completed all required courses and obtained necessary credits shall be permitted to graduate and receive a certificate of course completion.

### C. *Earning the Bachelor Degree Certificate*

Students who are permitted to graduate must complete all the necessary procedures for leaving school in order to receive a diploma.

Students of undergraduate programs shall be granted a Bachelor degree according to the Degree Conferring Regulation of NCHU. Graduate students who pass the degree examination shall be granted a Master or doctoral degree according to the Degree Conferring Regulation of NCHU.

## VI. ASSISTANTSHIP POLICIES AND PROCEDURES

- A. *Regulations from the Office of Student Affairs, National Chung Hsing University***
- a. NCHU Student Regulations for Applying for the Emergency Assistance Grant
  - b. National Chung Hsing University Financial Aid Regulations
  - c. NCHU Regulations for Publication Award

National Ching Hsing University offers students some assistance; for further information regarding the policies and regulations, please visit <https://www.osa.nchu.edu.tw/osa/en/laa/regulation.html>.

- B. *Regulations from the Office of International Affairs, National Chung Hsing University***
- a. National Chung Hsing University Scholarship Regulations for Foreign Degree-seeking Students
  - b. MOE/NCHU Elite Scholarship
  - c. Taiwan Scholarship
  - d. Taiwan International Graduate Program (TIGP) Scholarship
  - e. Taiwan International Cooperation and Development Foundation (ICDF) Scholarship
  - f. Nan-Liu Scholarship

National Ching Hsing University offers international students some assistance; for further information regarding the policies and regulations, please visit <http://www.oia.nchu.edu.tw/index.php/en/internationalstudentscategory-en/59-degree-seeking-students-admission-en/62-degree-seeking-scholarship-en>; and <http://www.oia.nchu.edu.tw/index.php/en/about-en/regulation-en/187-laws-and-regulations-4-en>

- C. *Regulations from the Department of Applied Economics, National Chung Hsing University***
- The Department of Applied Economics offers students some support and assistance, mostly from alumni. For further information regarding the policies and regulations, please visit: [http://nchuae.nchu.edu.tw/en/download\\_scholarship.php?download\\_class=%E7%8D%8E%E5%AD%B8%E9%87%91](http://nchuae.nchu.edu.tw/en/download_scholarship.php?download_class=%E7%8D%8E%E5%AD%B8%E9%87%91)

## VII. STUDENT CONDUCT & THE AWARD, MERIT AND PENALTY

### A. *Student Conduct*

See “NCHU Student Conduct Evaluation Regulation” at [https://www.osa.nchu.edu.tw/osa/laa/award/award\\_conduct\\_1060428.pdf](https://www.osa.nchu.edu.tw/osa/laa/award/award_conduct_1060428.pdf)

### B. *Award*

See “National Chung Hsing University Guidelines on Award for Outstanding Students” at <http://www.osa.nchu.edu.tw/osa/en/laa/regulation.html>

### C. *Merit and Penalty*

See “NCHU Student Merit and Penalty Regulation” at <https://www.osa.nchu.edu.tw/osa/en/laa/regulation.html>

### D. *Reporting Academic Dishonesty*

All members of the academic community, both students and faculty, are urged to report acts of academic dishonesty. In order to discuss or report an alleged violation, contact the Office of Student Affairs, NCHU.

### E. *Additional Information*

#### a. *Office of Student Affairs, NCHU*

Address: National Chung Hsing University, 145 Xingda Rd., South Dist., Taichung City 40227, Taiwan (R.O.C.)

Location: 3rd Fl., Administration Hall

Tel: +886-4-2284-0223

Fax: +886-4-2287-4839

Email: [nchuosa@dragon.nchu.edu.tw](mailto:nchuosa@dragon.nchu.edu.tw)

Web: <https://www.osa.nchu.edu.tw/osa/en/index.html>

#### b. *Office of Academic Affairs, NCHU*

Address: National Chung Hsing University, 145 Xingda Rd., South Dist., Taichung City 40227, Taiwan (R.O.C.)

Location: 3rd Fl., Administration Hall

Tel: +886-4-2284-0208

Fax: +886-4-2287-1530

Email: [oaaweb@nchu.edu.tw](mailto:oaaweb@nchu.edu.tw)

Web: <http://www.oaa.nchu.edu.tw/eng/index.htm>

#### c. *Office of International Affairs, NCHU*

Address: National Chung Hsing University, 145 Xingda Rd., South Dist., Taichung City 40227, Taiwan (R.O.C.)

Location: 3rd Fl., Administration Hall

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Fax: +886-4-2285-7313

Email: [oia@nchu.edu.tw](mailto:oia@nchu.edu.tw)

Web: <http://www.oia.nchu.edu.tw/index.php/en/>

## VIII. OTHER DEPARTMENTAL POLICIES AND PROCEDURES

### A. *Facilities and Resources*

The main space of the department is divided into two major buildings on campus: “Applied Economics Building I” and “International Agriculture Research Center – 3rd & 4th Floor”.

“Applied Economics Building I” is the teaching building for undergraduate degree students.

“International Agriculture Research Center – 3F and 4F” is the teaching building for the Bachelor degree, Executive Bachelor degree, and PhD degree students.

“Applied Economics Building I” hosts seven Faculty Staff Offices, five classrooms (four with e-platforms), two Conference Rooms (one with e-platforms), and one Auditorium. In addition, there are two Offices for the Student Association and one Employment counselling room that provide Bachelor degree students with a meeting and study area.

“IAC – 3F and 4F” hosts eight Faculty Staff Offices, sixteen Graduate Students Research Rooms (Bachelors, Executive Bachelors, PhD) and five Classrooms. Additionally, there is one Computer Laboratory and one Library.

Since the return of relevant journals and books to the school library in the period 2011-2013, the departmental library is currently equipped with relevant books, storage of Bachelor degree theses, copies of the Taiwan Journal of Applied Economics (TJAE), as well as domestic and international Periodicals.

In recent years, for efficiency in teaching and research, the necessary equipment has been enriched. Hence, the research facilities of the department are separated into two areas, namely:

- a. Common Use: Projection automatic curtains, Laptops, Projectors, E-platform, Slide Projector, Copy machine, Fax machines, DV & Camera and Teaching Acoustics.
- b. Facilities in computer laboratory and faculty staff offices: Multimedia Computers, Personal computers, and Laser printers and Scanners. In addition to providing library-related services for research purposes, the Department also set up a computer laboratory equipped with 29 computers and a copy machine. Each graduate student is also issued with an access card to the computer laboratory at any time.

Furthermore, in order to offer a comfortable research and learning environment, the department exclusively provides research rooms for Bachelor, Executive Bachelor and PhD students. An average of six Bachelor students share one research room; three to four PhD students share one



research room; and first- and second-year Executive Bachelor students share one larger research room. Moreover, each student in a specific research room is provided their own desk and bookcase. Air-conditioned facilities are available, and internet connection with a personal network IP address is issued to each graduate student.

**B. *Assignment of Work Space and Mailboxes to Graduate Students***

Work space for graduate students in the Department is assigned on a priority basis, with students employed as instructors, research assistants or graduate assistants being assigned first, followed by students on fellowship appointments, and by students employed on a miscellaneous payroll.

Each graduate student has an assigned mailbox in the Department in which departmental and university mail is received with other correspondence being sent to the departmental address. Student cards and room keys will be issued to graduate students, who bear responsibility for reimbursement should keys be lost. All keys must be returned when students are no longer enrolled.

**C. *Future Contact***

The Department of Applied Economics would like to keep an accurate database of where graduates go upon receiving their degrees. After graduates have secured employment, please send your position title, job description, company information and any other pertinent information to the Graduate Coordinator of the Department of Applied Economics. Position information will be used and integrated as statistical charts in marketing materials and on the departmental website to showcase to prospective students where recent graduates have taken positions upon graduation.

**D. *Contact Information***

*Office of Department of Applied Economics, NCHU*

Address: National Chung Hsing University, 145 Xingda Rd., South Dist., Taichung City 40227, Taiwan (R.O.C.)

Location: 2<sup>nd</sup> Fl., Department of Applied Economics (Building 1)

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Email: [nchuae@nchu.edu.tw](mailto:nchuae@nchu.edu.tw)

Web: <http://nchuae.nchu.edu.tw/en>