

E-Track Curriculum Policies

Business Economics (BE) Major

The BE major is designed to cultivate the analytical capability of students to tackle diverse economic and business issues in the present world. The curriculum provides various options for students to concentrate on areas of study in:

- (1) MANAGEMENT for those who are interested in cultivating overall management capability;
- (2) MARKETING for those who are interested in strengthening marketing capability in general;
- (3) ENTREPRENEURIAL BUSINESS for those who are interested in learning about entrepreneurship, ventures, and inclusive and social businesses;
- (4) FINANCE for those who are interested in analyzing diverse financial issues in corporations; and
- (5) ECONOMICS for those who would like to develop logical and strategic-thinking over economic issues.

While students can freely choose courses from all five key areas, they should be aware some courses have prerequisites which need to be met first.

Digital Business and Innovation (DBI) Major

The DBI major is designed to cultivate the technical, analytical, and managerial capabilities of students, considered necessary to function in an economy and society undergoing digital transformation. The curriculum was created with careful consideration of current and future career opportunities, and allows students to concentrate on six key areas:

- (1) ENTREPRENEURSHIP AND BUSINESS INNOVATION for those who are interested in developing technology, innovating products, and establishing or supporting a new business;
- (2) ARTIFICIAL INTELLIGENCE (AI) AND DEEP LEARNING for those who are interested in learning about the AI and machine learning technologies and their business applications;
- (3) DIGITAL MARKETING AND ANALYTICS for those who wish to apply digital skills in marketing and the analysis of consumer behaviors and psychology;
- (4) DIGITAL TRANSFORMATION AND TECHNOLOGICAL INNOVATION for those who are keen to learn and tap into technological innovations and create strategies and applications to enhance digital lifestyles;
- (5) DIGITAL FINANCE for those who wish to learn about digital technologies and acquire analytical skills applicable in the fields of finance, banking, and e-commerce; and
- (6) DIGITAL BUSINESS MANAGEMENT for those who are interested in managing digital businesses and e-commerce.

While students can freely choose courses from all six key areas, they should be aware some courses have prerequisites which need to be met first.