

Department of International Trade

Official website



Chair & General Coordinator of Admissions

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Contact Person



- Department features
- Professional Courses Emphasizing Theory and Practice: The department integrates the professional knowledge and practical skills from both "International Trade and Economics" and "Cross-border Business and Management" fields.
- ➤ <u>Internship Opportunities:</u> The department has established close partnerships with relevant industrial enterprises. Students can have lots of opportunity to engage in corporate internships. Additionally, we encourage students to proactively participate in cross-border e-commerce competitions to enhance their competitiveness in the future.
- ➤ <u>International Exchange:</u> The department promotes our students to participate in international exchange and collaboration by organizing international educational tour with well-known foreign universities.
- Scholarships: The department provides various scholarships for academic affairs, relevant certifications, sports competitions and so on . Additionally, students can apply a scholarship of 100,000 NTD by Importers and Exporters Association of Taipei.
 Future development

Education

Master degree from domestic or international educational institution

Graduate school in related professional field such as International Trade, Economic, Financial Management, Marketing and Distribution Management, Business Administration.

Employment

International Trade/Customs

Job in Foreign Exchange Operator, Government Customs Officer, Shipping and Maritime Services Personnel, International Trade Secretary/Personnel, International Currency Exchange Operator, Customs Officer

International marketing/ Cross-

border e-commerce

Job in International Marketing Planner/Personnel, E-commerce Personnel, Exhibition Marketing Personnel, International Negotiation Personnel, Project Management Personnel, International Trade Procurement Personnel

Others

Civil Servant in Government office, Entrepreneur The average salary for graduates of CCU International Trade
Department falls within the range from 35,000 to 55,000 NTD (depending on related working experiences).

Career Development

Advertising and Creative Industry, Financial Services Industry, Digital Marketing Industry, Government Agencies, International Trade Industry, Logistics and Transportation Industry

Curriculum Design

- 1. Program Specialized Elective Courses
 - International Trade and Economics: Featured courses include Big Data Analytics in Global Trade, Practice in International Trade (Customs Declaration, Customs Affairs, Letter of Credit), International Logistics and Supply Chain Management.
 - Cross-border Business and Management: Featured courses include Internship of Digital Trade, Practical in Cross-border E-commerce and Brand Management, Strategy management in Digital Business, ESG and Brand Management, ESG and Cross-border E-commerce.
- 2. Industry-oriented Course
 - The department invites professionals to give special lectures every semester. Students are required to obtain at least 2 professional certifications (including language certifications) before graduation.
 - The department arrange an internship courses in cross-border e-commerce field for seniors.
- 3. Through the specialized courses offered by the department, graduating students will possess the following knowledge and abilities:
 - International Business Management, Global perspective (national/industry competitive analysis), Foreign Language Proficiency, Intelligent Business and Trade Practices, Business Communication and Negotiation.

 Fundamental Professional Elective Courses Advanced Professional Elective Courses

Internship (Elective)

 Application for Joint Bachelor's and Master's Programs (Unlimited number

Freshman

Sophomore

Junior

Senior

- Foundation Courses
- University Required General Education Courses

- Advanced Professional Elective Courses
- International Exchange Application
- Application for Joint Bachelor's-Master's Program (Unlimited number)

Positioning of CCU Department of International Trade (compared to competitive departments)

Incorporating AI, ESG, and digital capabilities into intelligent business and trade courses to cultivate a department that possesses the highest practical abilities in cross-border business.

Differences Between the Department of International Trade and Relative Departments Within the University

International Business Administration

International Trade

Marketing

Department features

Management (within the organization) +
International
(value chain activities)

Cross-border Business (outside the organization) (Intelligent Business and Trade)

Domestic Business (Sales and Promotion)

Key Courses

Cross-Cultural Management
International Business
Management
International Business Strategy

International Finance
Customs Declaration
Letter of Credit
International Logistics
Digital Marketing

Storytelling Skills Image Shooting / Photography Digital Marketing

Employment

International Business
Management Personnel
International Human Resources
Management Personnel
Digital Marketing Personnel

Import and Export Trade
Personnel
Cross-border Business
Management Personnel
Digital Marketing Personnel

Marketing Planning Personnel Digital Marketing Personnel Advertising Creative Personnel