

# Department of International Trade

Official website



Chair & General Coordinator of Admissions

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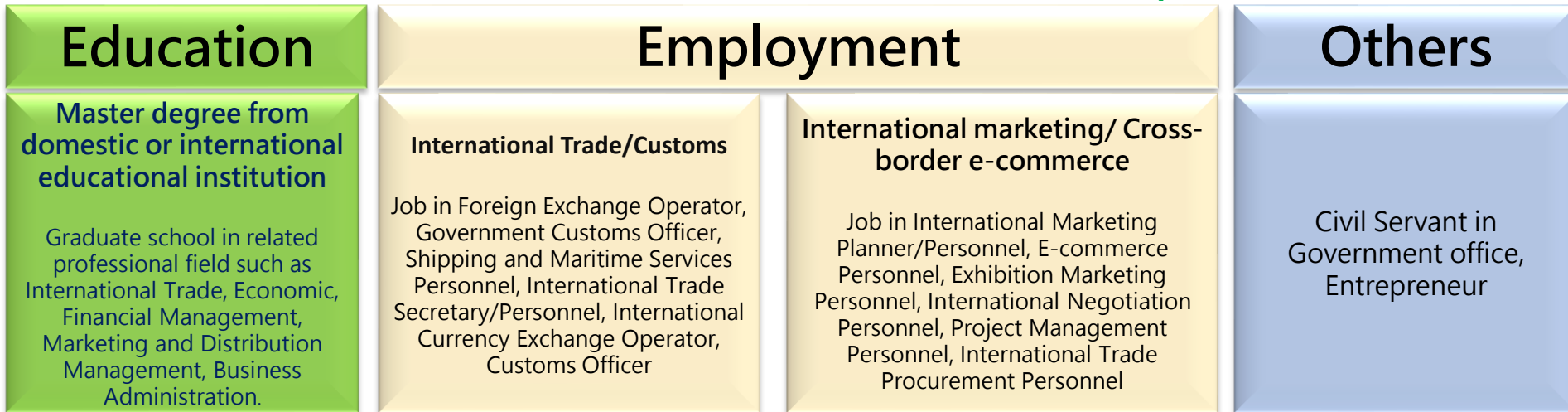
Contact Person



- **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.
- **Internship Opportunities:** 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.
- **International Exchange:** 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**

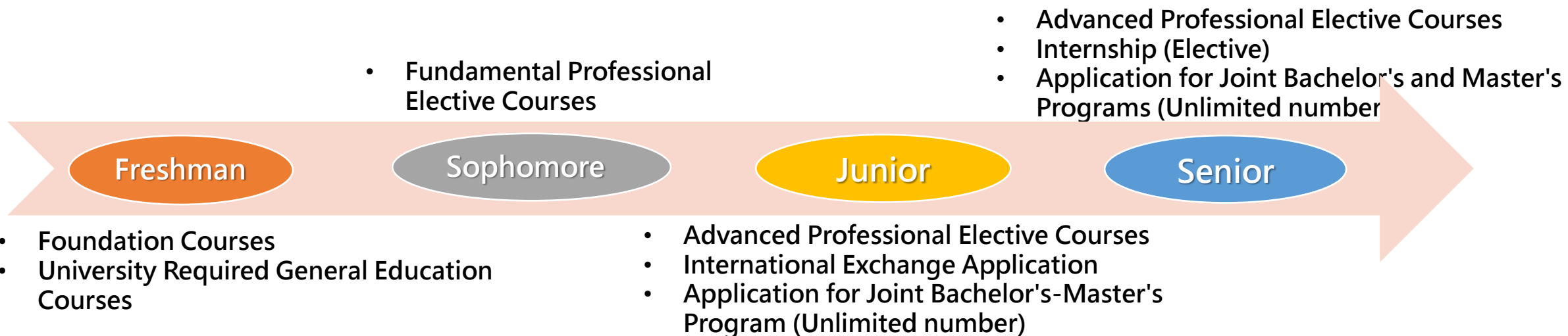


The average salary for graduates of CCU International Trade Department falls within the range from 35,000 to 55,000 NTD (depending on related working experiences).



# 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.**



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