Employment for Students

Students graduating from the Master’s Degree Program are able to pursue their professions in the fields of international business, international enterprises, cultural communication, cultural innovation and cultural telecommunication. They may work in marketing, management of customer service, and communication in international enterprises; marketing and planning and upper-intermediate manage in the cross-cultural mass communication industry (TV shows, films, dramas, advertisements and public relations); cross-field positions in government/private-owned business to develop international business; English-teaching materials development and upper-intermediate manage in the publishing/printing industry. Graduate students will also have the opportunities to engage in multinational corporations, international non-government-organizations and international non-profit-organizations. They can also study for Ph. D. in relevant fields such as cross-cultural studies.
Goals and Developments

To reflect both local and governmental policies, the Master's Degree Program aims at strengthening student ability in professional English, multi-cultural competence and cross-cultural communication. The main feature of this program is English for Professional Communication (EPC), which focuses on the ability of Cross-Cultural Communication (CCC) required in international and intercultural industries. This program is expected to cultivate upper-intermediate English level with global perspectives for student of the 21st century.

The Faculty

The teaching staffs for this program comprise 41 full-time teachers, including 1 full professor, 10 associate professors and 17 assistant professors. All have high proficiency in English teaching for interns of the following: Listening, speaking, reading, writing and translating, cross-cultural communication, Linguistics, literature and culture, TESOL, business English, marketing, and mass communication, etc.

We combine English and professions with special emphases on languages and cultural skills in "Cross-Cultural Communication" in each professional field. The courses of this program emphasize both practical and theoretical aspects to cultivate English students skilled in language and cross-cultural communication.

Special Features of the Curriculum

In addition to internships in Taiwan, students also gain access to more internship opportunities overseas. Students are expected serve internship during summer vacations to benefit their future careers.

Postgraduate students of this program will have exchange opportunities and can apply for short-term study in foreign schools associated with Wenzao Ursuline University of Languages. Students are also encouraged to apply for short-term study in China, Singapore, or Hong Kong to broaden global perspectives and accumulate cross-cultural experience.

Curriculum Design

<table>
<thead>
<tr>
<th>Required courses (12 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research on English for Professional Communication (3)</td>
</tr>
<tr>
<td>Research Methods and Academic/Technical Report Writing (3)</td>
</tr>
<tr>
<td>Cross-cultural Studies (3)</td>
</tr>
<tr>
<td>Thesis/Technical Report (3)</td>
</tr>
</tbody>
</table>

Required optional courses (18 credits)

- **Theory of Pragmatics**
  - Pragmatics (3)
- **Issues on Language and Culture** (3)
- **Discourse Analysis for Cultural Communication** (3)
- **Research on Global English** (3)
- **Professional Application for Cross-Cultural Communication**
  - Cultural Tourism and Industry Studies (3)
- **Issues in International Business Communication** (3)
- **Modern Applied Studies of Literature and Culture** (3)
- **Professional English Translation Research** (3)

Research Methods and other courses

- **Cross-Cultural Qualitative Studies** (3)
- **Quantitative Research Design and Statistical Analysis** (3)
- **Internship** (3)

English Graduation Threshold (TOEIC 800)

This program sets an English graduation threshold. All students in the master’s program must pass CSEPT Level 2 (Score 280, an equivalence to TOEIC score 800) or other English proficiency tests with the equivalent levels.