

Department of Management

The Department of Business Administration at Fo Guang University fosters a learning atmosphere that emphasizes learning by doing and doing while learning. With a flexible and passionate service-oriented approach to departmental operations, we integrate rigorous academic research, practical skills, and extensive educational experience through a faculty team composed of both full-time and adjunct professors. The department currently offers two specialized tracks: the Business Management Track and the Marketing & Leisure Management Track, both designed to embody the essence of modern management.

Under this structured curriculum, students will graduate with at least one major, one minor, and two areas of specialization. They will also gain hands-on experience through research projects and internships, with each specialization supplemented by at least two professional certifications. Through diverse learning methods—including lectures, discussions, hands-on participation, and active listening and communication—students will build a strong foundation in the latest management knowledge and skills. This approach equips them with a competitive advantage for future career success, offering a well-rounded education that encompasses character, quality, and taste, as well as a fulfilling experience in life, livelihood, and career development.

Practical & Industry-Oriented Business Education

Business education emphasizes application-oriented learning, and the talent cultivated in this field is not confined to specific industries. Students equipped with management knowledge can apply their expertise across various sectors. However, during the learning process, if students can engage with real-world industry cases, they will be able to ground abstract management theories in

practical scenarios, significantly enhancing their learning outcomes.

Given that tourism and service industries are key economic drivers in Yilan County, our department leverages local resources to enrich students' education through case discussions, industry visits, and internships. This hands-on approach ensures students gain valuable insights and practical experience that align with industry needs.

Key Competencies

1. Professional Knowledge

A solid foundation in professional knowledge is a prerequisite for becoming a leader. Management professionals must possess both industry knowledge and management expertise:

- **Industry Knowledge:** Covers products, manufacturing, markets, and other essential aspects related to a given industry. A deep understanding of these elements helps managers analyze challenges and predict future trends.
- **Management Knowledge:** Involves planning, organizing, executing, and controlling—the core functions of management. These skills empower leaders to effectively coordinate and optimize organizational operations.

Our undergraduate program provides students with a structured analytical framework for industry knowledge, ensuring they can adapt quickly and apply their expertise in any industry they enter. Meanwhile, the curriculum fosters a comprehensive understanding of management functions, preparing students to meet the expectations of supervisors, complete assigned tasks efficiently, and pave the way for future leadership roles.

2. Practical Application Skills

Management education emphasizes real-world application. Theoretical knowledge alone is insufficient to develop practical skills. Our department focuses on enhancing students' ability to apply knowledge in real-world settings,

ensuring they become valuable assets in any organization.

In addition to meeting university-wide requirements for information processing skills, our program trains students to apply management expertise in problem-solving, rational decision-making, and effective leadership.

Since undergraduates typically lack work experience, our curriculum incorporates case studies, research projects, and practical assignments to help students apply management tools and methodologies in solving real-world problems. Through exposure to practical challenges, students develop strong execution skills, preparing them for the demands of the job market.

3. Interpersonal & Communication Skills

Interpersonal communication is a critical competency for leadership. Successful managers achieve organizational goals through leadership, motivation, and communication. Therefore, we emphasize the development of effective communication and active listening skills, enabling students to collaborate effectively at all levels of management, foster teamwork, and accomplish organizational objectives.

Our department offers structured English language courses and training programs to prepare students for globalization, expanding their career opportunities worldwide. English proficiency is a key competency for our students. Additionally, the curriculum places strong emphasis on public speaking, presentation skills, and teamwork-oriented communication, all of which are crucial for enhancing future employability.

4. Attitude & Ethical Values

As a university founded by the Fo Guang Shan Buddhist Order, Fo Guang University upholds high expectations for students in terms of ethics, character, and work attitude. The university's motto, "Righteousness, Integrity, Truth, and Compassion", reflects our commitment to instilling strong values in our students:

- Truth (道): Pursuing truth and acquiring knowledge.

- Integrity (義): Transforming knowledge into valuable insights, fostering independent thinking and sound judgment.
- Righteousness (正): Knowing what is right (doing the right things) and understanding the right way to do things (doing things right).
- Compassion (慈): Cultivating gratitude, generosity, and social responsibility.

These values form the ethical foundation we expect from our students, as they align with the qualities sought after by employers.

Our department prioritizes moral development, emphasizing responsible learning attitudes and ethical awareness. Management courses integrate corporate responsibility and business ethics, ensuring that students develop a strong ethical mindset before entering the workforce.

Career-Oriented Program Design

The Department of Business Administration offers specialized programs focusing on business management and healthcare industry management, divided into two tracks:

1. Business Management Track:
 - Covers marketing strategy, business operations, and quality control—essential skills for service industry professionals.
 - Prepares students for careers in service industries, corporate human resources, and operations management.
2. Marketing & Leisure Management Track:
 - Trains students in AI-driven consumer behavior analysis, allowing them to precisely plan products and execute content marketing strategies.
 - Provides in-depth knowledge of cross-border e-commerce

operations.

- Offers hands-on experience in leisure industry management, incorporating VR (Virtual Reality) and AR (Augmented Reality) technologies to create immersive recreational experiences, thereby enhancing employability.

Commitment to Excellence in Business Education

In response to economic trends and societal changes, our department is dedicated to cultivating management professionals specialized in service industries. Considering the economic landscape of Yilan County, we have defined our mission as:

“To develop professionals with both cultural literacy and expertise in business management, marketing, and entrepreneurship, catering to the needs of the global service industry.”

To achieve this, we integrate academic rigor and industry engagement, ensuring students gain comprehensive management knowledge and practical experience. Our initiatives include:

- Classroom Expectations: Reinforcing professionalism and discipline.
- Guest Lectures: Inviting industry experts to provide real-world insights.
- Certification Training: Offering guidance for business management certification exams.
- Case Studies & Discussions: Encouraging critical thinking and problem-solving.
- Team-Based Learning: Fostering collaboration and leadership skills.
- Public Speaking Training: Requiring students to present and articulate ideas effectively.
- Industry Visits: Providing first-hand exposure to business operations.
- Competitions & Activities: Motivating students to apply knowledge in

real-world scenarios.

Additionally, students must meet English and IT proficiency requirements, ensuring their global competitiveness. Our academic mentorship program further supports students in both professional development and personal growth, strengthening their readiness for the job market.

By integrating cutting-edge management education with real-world applications, our department aims to produce highly skilled, ethical, and innovative leaders capable of thriving in the modern business landscape.

Department of Applied Economics

Economics: The Mother of Business and the Queen of Social Sciences

Economics serves as the fundamental discipline for nurturing talent required by various public and private institutions as well as research organizations. Our department adopts a "one department, three divisions" modular curriculum, emphasizing "academic freedom, flexible learning, interdisciplinary integration, and practical orientation." Additionally, we offer both a Master's program and an Executive Master's program, providing students with seamless pathways for further education and career advancement. Our strong research capabilities and extensive professional network ensure that graduates are well-equipped for a broad and promising career.

Fo Guang University follows the mission of its founder, Venerable Master Hsing Yun, and the Million-Member Education Initiative, which is dedicated to talent cultivation through education. During their four years of study, students enjoy tuition rates equivalent to those of national universities and have access to a wide range of scholarships and work-study opportunities. Furthermore, the university's global network—including the five institutions under Fo Guang Shan (Fo Guang University, Nanhua University, University of the West in the U.S., Nan Tien Institute in Australia, and Guang Ming College in the Philippines),

overseas Buddhist centers, and international partner schools—provides students with a fast track to internationalization.

Moreover, our graduates consistently outperform the national average of both public and private universities in terms of employment rates and average salaries. Choosing Fo Guang University ensures a competitive advantage at the start of your career and sets you on a path to success after graduation.

Educational Goals

Cultivate mid-to-senior-level decision-makers with core competencies in economics.

Develop professionals with economic thinking for mid-to-senior-level financial planning and practical applications.

Train professionals with insight into economic operations for mid-to-senior-level international business practices.

Bachelor's Degree Program in Sports and Health Promotion Management

Established in August 2023, this program integrates expertise in both "sports" and "health promotion." With Taiwan's aging population, global advancements in preventive and rehabilitative medicine, and the increasing emphasis on healthy lifestyles, the concept of health promotion is gaining importance. People are prioritizing the maintenance and improvement of their physical and mental well-being, aiming to extend their healthy lifespan. This trend accelerates the development of the global health promotion industry.

Our program is committed to training elite athletes while also providing technical training in sports and theoretical and practical knowledge in health promotion. We aim to equip students not only with advanced sports skills but also with expertise in the "sports industry" and "health promotion industry," thereby enhancing their employability.

Educational Objectives

Cultivate professional management talents with core competencies in both sports and health promotion.

Develop professionals with theoretical knowledge and practical application skills in sports and health promotion.

Foster innovative and interdisciplinary talents in sports and health promotion.

Core Competencies

Professional knowledge and literacy in sports and health promotion.

Awareness of theoretical and practical applications in sports and health promotion.

Interdisciplinary integration and innovative knowledge in sports and health promotion.

Future Career Paths

(1) Employment

Students will be guided to obtain certifications from the Sports Administration, such as "Full-time Sports Coach" and professional licenses in "health promotion-related industries." Career opportunities include:

Sports management professionals

Professional sports operations personnel

Sports marketing and planning specialists

Fitness instructors

Full-time coaches at all educational levels

Sports therapy and rehabilitation specialists

Physical fitness instructors

Active aging health promotion coaches

Health activity planners

Sports conditioning experts

Health and wellness industry professionals

Private sector sports organization managers

(2) Further Education

Graduates may pursue advanced studies in related fields, including:

Sports Coaching

Sports Management

Competitive Sports

Recreational Sports

Health Business Management

Public Health

Business Administration

Other relevant domestic and international graduate programs

Department of Health and Creative Vegetarian Industry

To meet the growing demand for professionals in the vegetarian food industry, our university established Taiwan's first academic department dedicated to cultivating specialized and managerial talents in this field. Approved by the Ministry of Education in 2012, the department officially began enrolling four-year undergraduate students in 2013. Moving forward, we aim to establish the Health and Creative Vegetarian Research and Promotion Center to advance research in vegetarian food production and marketing, culinary arts, food service, and business management. Through technology transfer and innovation, we strive to enhance Taiwan's vegetarian industry in terms of technology, service, and business standards, positioning ourselves as the nation's leader in vegetarian research and promotion.

Our faculty members hold degrees from renowned universities both domestically and internationally, or possess extensive industry experience. They are characterized by their global perspective, professionalism, independent academic research abilities, and strong emphasis on business ethics. The department is committed to nurturing 21st-century professionals who meet industry and societal needs in vegetarian food expertise and business management.

Since its establishment in 2013, the department has had a short yet impactful history. In the early stages, our priority has been to lay a strong foundation and focus on teaching excellence. Therefore, our initial faculty recruitment emphasized practical industry experience. By 2016, on the eve of our first department evaluation, we had already developed a solid academic framework. Currently, the department has eight full-time faculty members specializing in health-based vegetarian planning, creative vegetarian cuisine, Eastern and Western vegetarian culinary arts, food service, restaurant management, and interpersonal communication and coordination.

Future Development Goals

In the short term, we will enhance students' professional competencies, practical skills, and global competitiveness by encouraging professional certification, participating in international competitions, and expanding student exchange programs and internship opportunities both domestically and overseas.

In the medium term, we aim to increase student enrollment by recruiting international students and establishing specialized programs for students from China.

In the long term, we plan to implement group-based admissions for high school graduates specializing in three different categories, cultivating talents in vegetarian food production, marketing, and business management. Additionally,

we plan to establish a master's program and the Health and Creative Vegetarian Research and Promotion Center to conduct research, product development, technology transfer, and marketing promotion. Through education, research, industry collaboration, and service, our ultimate goal is to promote healthy vegetarianism, environmental sustainability, and a love for the Earth.

Strategic Development and Industry Leadership

The Health and Creative Vegetarian Research and Promotion Center will focus on vegetarian food production and marketing, culinary innovation, food service, and business management technology. By leading research and technology advancements, we aspire to become the premier institution for vegetarian research and promotion in Taiwan.

Since its inception, the department has adopted a refined teaching approach that emphasizes culinary techniques, food service management, academic research, and industry collaboration. Taking into account both internal resources and external industry needs, the department is developing in four key directions:

Creativity, Innovation, and Entrepreneurship in Vegetarian Food

A Balanced Curriculum of Theoretical and Practical Courses to Enhance Employability

Localization and Globalization of Vegetarian Cuisine

Education in Healthy and Sustainable Green Dining

Moving forward, we plan to expand enrollment, establish a graduate institute, and increase resources for faculty and facilities through international recruitment, specialized admissions, and master's programs. These efforts will enhance our teaching, research, and industry service capabilities, ultimately

contributing to the growth and development of the vegetarian food industry.

Department of LOHAS Industries

Guided by the principles of humanistic and college education, our university upholds the motto "Righteousness, Justice, Compassion, and Kindness," emphasizing life education and moral character development. We are dedicated to cultivating individuals who are both self-reliant and committed to benefiting others. Situated in Yilan, an area blessed with scenic mountains, rivers, and natural hot springs, our institution has accumulated a wealth of knowledge and curriculum related to holistic well-being and industry trends since its founding, laying a solid foundation for the establishment of the Department of Future Studies and LOHAS Industries.

Since the university's founding in 2000, we have established graduate programs in Life Studies, Religious Studies, and Future Studies. The Department of Religious Studies and the Department of Future Studies began offering undergraduate programs in the 2002 academic year. With the increasing global awareness of holistic well-being and environmental sustainability, the market for these fields has been rapidly expanding. Taiwan has also followed this trend, leading to a growing demand for professionals in related industries. To address this need, between the 2009 and 2012 academic years, we gradually integrated the Life Studies program, the Department of Religious Studies, and the Department of Future Studies. In 2012, we officially established the Department of Future Studies and LOHAS Industries, making it the first and only academic department in Taiwan specializing in "LOHAS" (Lifestyles of Health and Sustainability). Our goal is to cultivate forward-thinking individuals dedicated to sustainable and healthy living, capable of creating value in their industries while demonstrating a strong commitment to societal well-being.

In 2013, the university founded the College of LOHAS Industries, and our department transitioned from the College of Social Sciences and Management to the newly established college. At its inception, our department offered a bachelor's degree program as well as three master's programs in Future Studies, Life Studies, and Religious Studies. In the 2015 academic year, the Master's Program in Religious Studies was restructured into an independent program under the College of Humanities. In 2016, the Future Studies and Life Studies Master's Programs were merged into one program with two divisions: Population Development and Future Studies and Integrated Health and Life Studies. In 2019, a new Hospitality and Tourism Industry Management division was added. From the 2020 academic year onward, all three master's programs were managed by the college, and our department now exclusively offers a bachelor's degree program while continuing to support both undergraduate and graduate courses within the college.

As of the 2020 academic year, our department has 10 full-time faculty members, including 3 professors, 3 associate professors, and 4 assistant professors, specializing in areas such as health promotion, complementary therapy, wellness and eldercare, tourism and leisure, environmental ecology, trend analysis, and industry management.

Educational Goals

Cultivate practitioners of healthy and sustainable lifestyles.

Develop interdisciplinary professionals in future trends and industry management.

Nurture advocates for social well-being and environmental sustainability.

The department's founding philosophy, "Anticipating the Future, Sharing LOHAS," reflects our emphasis on translating ideas into practice, integrating multiple disciplines, and engaging in social concerns. Our unique approach

combines theoretical and practical learning, interdisciplinary studies, and social engagement, distinguishing us from other academic programs. By leveraging global industry trends, Yilan's unique geographical advantages, and the university's strong commitment to social responsibility, we aim to contribute to the development of a harmonious and sustainable LOHAS society.

Professional Development and Specialization

The department's Core Curriculum is designed to nurture professionals who embody the LOHAS spirit and sustainable development in the workplace. Our Specialized Curriculum focuses on training individuals who actively practice healthy and sustainable lifestyles. We offer two specialized elective tracks:

Sustainability and Innovation Track

Integrated Health Track

Key Features of Our Curriculum

Holistic mind-body-spirit well-being and environmental sustainability in LOHAS practice.

A forward-looking perspective in Future Studies.

Interdisciplinary learning and research.

Social engagement and industry-academic collaboration.

By choosing the Department of LOHAS Industries, students will gain the knowledge and skills needed to lead a healthier, more sustainable, and more socially responsible future.

The concept of the LOHAS (Lifestyles of Health and Sustainability) industry encompasses five major sectors: Personal Development, Alternative Healthcare, Healthy Lifestyle, Sustainable Economy, and Ecological Lifestyle. At its core, LOHAS promotes a sustainable and healthy way of life, an idea that aligns closely with Eastern life philosophy and has contributed to the development of the LOHAS industry in Eastern societies.

LOHAS represents a lifestyle centered on health and sustainability.

LOHAS Studies encompass the academic principles, practical applications, and societal development of holistic well-being and sustainability.

LOHAS Industry refers to the social network formed by applying LOHAS principles to various sectors.

The goal of implementing a sustainable and healthy lifestyle is achieved through cultivating professionals with LOHAS values, academic knowledge, and practical skills in social services and industry innovation. Fo Guang University's College of LOHAS Industries is the world's first academic institution to fully integrate LOHAS concepts into industry-focused education.

Established in August 2013, the college consists of two departments:

Department of Health and Creative Vegetarian Industry (originally "Vegetarian Industry," renamed in August 2019) – Taiwan's first academic program dedicated to training professionals in the vegetarian food industry, blending health concepts, practical skills, and academic knowledge to promote sustainable and wellness-driven vegetarian dining.

Department of Future and LOHAS Industries – Focused on cultivating students with forward-thinking mindsets and innovative planning abilities, aiming to

develop modern professionals skilled in technology integration, future studies, and LOHAS expertise.

Mission & Educational Objectives

The College of LOHAS Industries is committed to cultivating industry professionals who integrate LOHAS philosophy with academic and practical expertise.

Core Competency Goals

1. Recognition and Application of LOHAS Values
 - Train social service professionals who embrace and promote LOHAS values, guiding individuals toward sustainable lifestyles.
 - Help businesses integrate LOHAS values into customer lifestyles and business strategies, creating positive environmental and social impacts.
2. Fundamental Knowledge of the LOHAS Industry
 - Develop expertise in LOHAS-related advocacy and industry practices.
 - Enable businesses to understand how their products and services influence customers' lives and innovate in ways that support sustainable living.
3. Service Capability in the LOHAS Industry
 - Equip students with practical skills in event planning and advocacy, enhancing business and consumer awareness of LOHAS principles.
4. LOHAS Industry Management and Operations
 - Teach foundational business management skills while emphasizing strategic planning and sustainable actions that link LOHAS principles to consumer lifestyles.

5. Innovation in the LOHAS Industry

- Inspire creativity in event planning and product development, designing sustainable consumer solutions aligned with LOHAS values.

Hong Kong LOHAS Industry Graduate Program

Program Overview

LOHAS stands for Lifestyle of Health and Sustainability. Fo Guang University's Hong Kong-based LOHAS Industry Graduate Program is Hong Kong's first master's program dedicated to LOHAS studies.

Mission and Focus Areas

The program follows the curriculum of Fo Guang University's LOHAS Graduate School in Taiwan, aiming to cultivate professionals with LOHAS expertise and practical industry knowledge. The curriculum is structured into three major tracks:

1. Sustainable Development & Future Studies – Focuses on trend research in the LOHAS industry.
2. Integrated Health & Life Sciences – Emphasizes holistic health solutions and wellness program design and evaluation.
3. Healthy Vegetarian Food & Hospitality Management – Specializes in healthy food innovation and restaurant management.

By integrating market trends and academic resources, the program ensures systematic education, interdisciplinary learning, and professional specialization.

Program Highlights

- ✓ Healthy Vegetarian Culinary Design

- Focuses on health and wellness-based food innovation to strengthen students' industry expertise.

✓ Mind-Body-Spirit Wellness Care

- Covers holistic health research, training students in wellness techniques and elder care management.

✓ Environmental Sustainability

- Offers theoretical and practical insights into sustainability, helping students understand the development and impact of the LOHAS industry.

This program bridges academic research with industry practice, nurturing professionals who can lead sustainable and health-oriented industries worldwide.