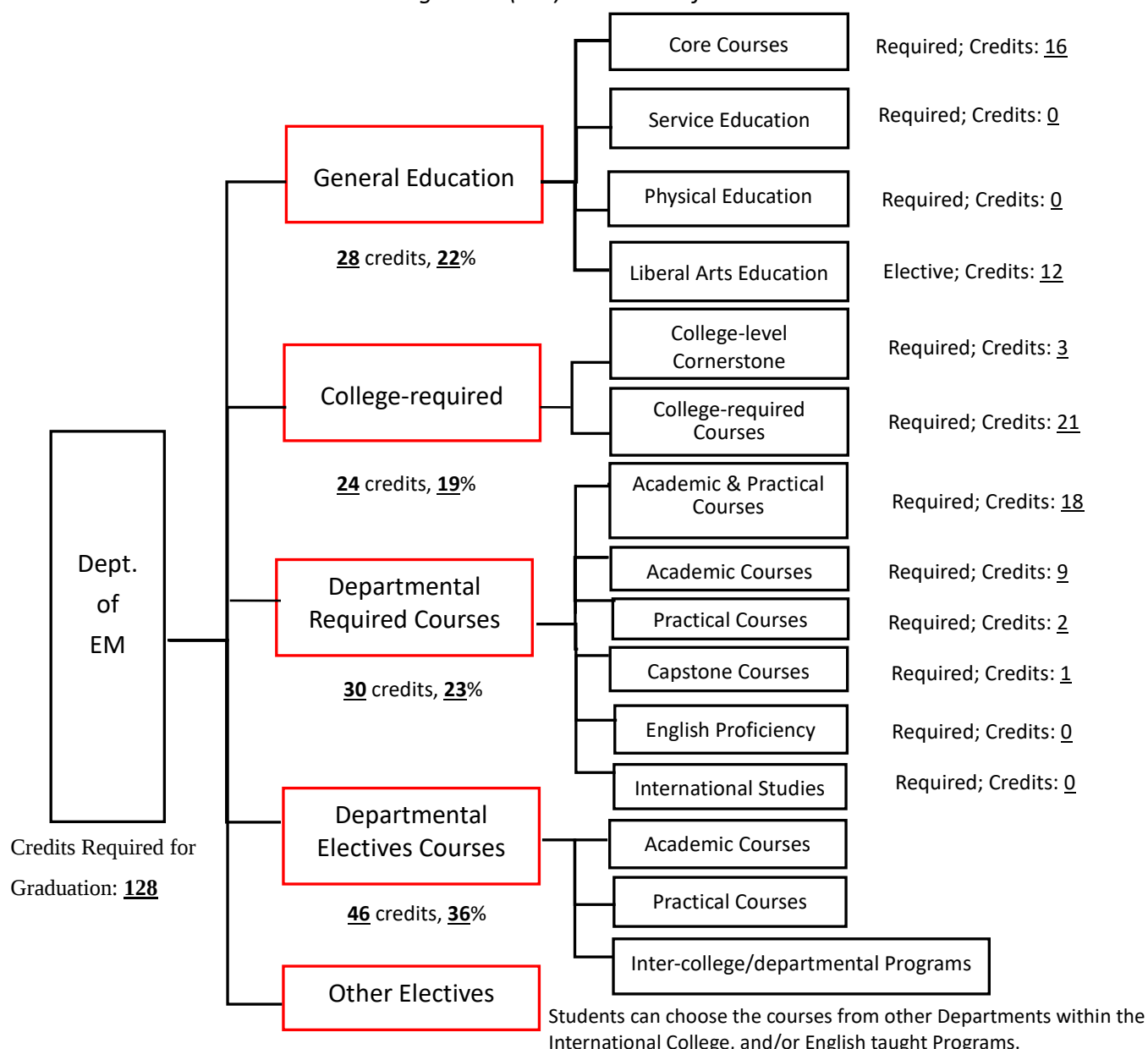


Department of Entertainment Management

Entertainment Management (EM) Curriculum for 2019 Academic Year



To earn the B.Sc. in Entertainment Management degree, the students must complete:

- General Education courses for a total of 28 credits. This includes all Required Core courses of 16 credits, Elective courses (Liberal Arts Education) of 12 credits and Service Education core course I and II (Service and Knowledge for Practice) of 0 credit. Physical Education of 0 credit.
- Required courses from International College for a total of 24 credits.
- Required courses from Department of Entertainment Management for a total of 30 credits.
- DEM Elective courses for a total of 46 credits minimum. Students can choose Academic courses, Practical courses or Other Elective courses to fulfill the requirement of Departmental Elective credits ("Other Electives" can also be chosen from other Departments within the International College, and/or non-Chinese taught courses from other Departments, with prior proper/written approval, from DEM, for a maximum of 15 credits).
- If the student wishes to obtain the Certificate from Practical Oriented Courses, s/he must take at least one Off-Campus Internship.
- The students must achieve a minimum level of English proficiency as stipulated by the Department of EM. The English Proficiency Level requirement that the students needed to meet for graduation can be chosen by the following standard:
 - GEPT of High- Intermediate
 - TOEFL PBT/ITP/IBT of scoring 527/527/70
 - TOEIC 750
 - IELTS of level 5.5
 - Cambridge Main Suite of level First Certificate in English (FCE)
 - BULATS of ALTE Level 3
 - NETPAW of High- Intermediate-Second Stage.
- The students are required to study abroad prior to graduation. Regarding the "International Studies" program please refer to "Regulations for Implementation of International Studies for Students of International College at I-Shou University".
- The students who wish to participate in an overseas internship must submit an application and obtain the proper/written approval from the Department of EM. The students can only start their internship program abroad after their applications are reviewed and approved by the Department of EM AND the school. Students who are intertied in conducting the internship program abroad should acknowledge that their enrolment WILL BE limited to 9 credits for that semester. The students will need to acknowledge that the internship program will only be reviewed and considered on a case-by-case basis. Regarding the "Internship Program" please refer to "Guidelines on the Implementation of Student Off-campus Internships at Department of Entertainment Management at I-Shou University".

Department of Entertainment Management
Curriculum Design for Academic Year 2019

Category			Code	Subject	Credits	Credit Requirement	Semester
General Education	Core Courses	Language Ability	A85A01	Chinese Literature	3	9 Core Credits	Year 1, Fall
			A85A02	English Reading	3		Year 1, Fall
			A85A03	English Writing and Composition	3		Year 1, Spring
		Literacy and Humanity	A85AC1	(choose one of four) Modern Culture and History World Culture Presentation Skill Second Language	3	3 Core Credits	Year 1, Spring
			A85AC2				
			A85AC3				
			A85AC4				
		Medical Ability	A93A19	Basic Medicine-Codes in Health and Medicine	2	2 Core Credits	Year 1, Spring
		Information Ability	A93A20	Programming (R)	2	2 Core Credits	Year 2, Spring
	Service Education Courses		A93A17	Service Education (I)	0	0 Core Credit	Year 1, Fall
			A93A18	Service Education (II)	0		Year 1, Spring
	Physical Education Courses		A93A15	Physical Education (I)	0	0 Core Credit	Year 2, Fall
			A93A16	Physical Education (II)	0		Year 2, Spring
	Elective Courses		A85____	General Education in International College (Elective Course)	3	12 Elective Credits	TBA
			A85____	General Education in International College (Elective Course)	3		TBA
			A85____	General Education in International College (Elective Course)	3		TBA
			A85____	General Education in International College (Elective Course)	3		TBA
College-level Cornerstone Courses			A85E01	Management and Managerial Practice	3	3 Credits	Year 1, Spring

College-required Courses		A85805	Economics (I)	3	21 Core Credits	Year 1, Fall
		A85804	Accounting (I)	3		Year 1, Fall
		A85808	Data Processing	3		Year 1, Fall
		A85803	Statistics (I)	3		Year 1, Spring
		A85809	Personal Finance	3		Year 1, Spring
		A85806	Marketing Management	3		Year 2, Fall
		A85807	Human Resource Management	3		Year 2, Fall
Departmental Required Courses	Academic & Practical Courses	A76277	Creative Thinking and Innovation	3	18 Core Credits	Year 2, Fall
		A76511	Intermediate Business English (I)	3		Year 2, Fall
		A76512	Intermediate Business English (II)	3		Year 2, Spring
		A76501	Script Writing	3		Year 2, Fall
		A76513	Event and Venue Management	3		Year 2, Spring
		A76225	Project Management	3		Year 2, Spring
Departmental Required Courses	Academic Courses	A76115	Introduction to Entertainment Business Management	3	9 Core Credits	Year 1, Fall
		A76450	Professional Ethics and Social Responsibility	3		Year 4, Fall
		A76227	Research Method	3		Year 4, Fall
	Practical Courses	A76521	Special Topic (I)	2	2 Core Credits	Year 4, Fall
	Capstone Courses	A76440	Special Topic (II)	1	1 Core Credit	Year 4, Spring
	Graduation Threshold	A76000	English Proficiency	0	0 Credit	Year 4, Fall
		A76345	International Studies	0	0 Credit	Year 4, Fall

Departmental Electives	Academic & Practical Courses	A76415	Strategic Management	3	Academic & Practical Courses + Academic Courses + Practical Courses = Required 46 Credits	Year 2
		A76505	Service Management	3		Year 2
		A76507	3D Computer Animation	3		Year 3
		A76508	Sequential Arts	3		Year 3
		A76230	International Tourism	3		Year 3
		A76274	Negotiation	3		Year 3
		A76322	Destination Marketing	3		Year 3
		A76329	Multimedia Application	3		Year 3
		A76350	Sustainable Tourism	3		Year 3
		A76351	Dispute Management	3		Year 3
		A76352	Mass Media	3		Year 3
		A76336	Pop Music Marketing Strategy	3		Year 3
		A76211	Lodging Management	3		Year 4
		A76422	Risk Management	3		Year 4
		A76432	Industrial Relationships	3		Year 4
	Academic Courses	A76222	Culture and Sociology	3		Year 2
		A76256	Sport Event Management	3		Year 2
		A76514	Academic English (I)	3		Year 3
		A76515	Academic English (II)	3		Year 3
		A76272	Economics (II)	3		Year 3
		A76273	Accounting (II)	3		Year 3
		A76276	Statistics (II)	3		Year 3
		A76320	Probability of Gaming	3		Year 3
		A76346	Asian Popular Culture	3		Year 3
		A76340	Entertainment Consumption	3		Year 3
		A76250	Psychology of Gaming	3		Year 3
		A76347	Introduction to Aesthetics	3		Year 4
		A76470	Media and Public Relations	3		Year 4
	Practical Courses	A76251	Entertainment Business Operation Management	3		Year 1
		A76506	Study Skills	3		Year 1
		A76509	Psychology of Leisure	3		Year 1
		A76522	Introduction to Tourism and Hospitality	3		Year 1
		A76523	Presentation and Communication Skills	3		Year 1
		A76254	Gaming Management	3		Year 2
		A76504	Film and Production Management	3		Year 2
		A76270	Gaming Service Skills (I)	3		Year 2
		A76234	Computer Application	3		Year 2
		A76524	Consumer Behavior	3		Year 2
		A76527	Digital Photography Practice	3		Year 2

		A76519	Event Hosting Practice	3		Year2
		A76326	Electronic Commerce	3		Year 3
		A76327	Introduction to Food and Beverage Management	3		Year 3
		A76349	Theatre Operations and Management	3		Year 3
		A76344	Club Management Operation	3		Year 3
		A76460	Security and Surveillance Management	3		Year 3
		A76271	Gaming Service Skills (II)	3		Year 3
		A76348	Casino Operation Management	3		Year 3
		A76526	Video Production Practice	3		Year 3
		A76339	Academic English	3		Year 3
		A76353	Sound Recoding Editing and Design	3		Year 3
		A76354	Storytelling and Philosophy	3		Year 3
		A76355	Leadership	3		Year 3
		A76356	Media & Communications	3		Year 3
		A76357	Digital Media Design	3		Year 3
		A76358	Film Production Management	3		Year 3
		A76359	Mega Event Planning	3		Year 3
		A76360	Wedding Planning and Practices	3		Year 3
		A76414	Case Studies in Entertainment Business	3		Year 4
		A76416	Attractions and Theme Parks Management	3		Year 4
		A76431	Entertainment and Event Marketing	3		Year 4
		A76456	International Etiquette	3		Year 4
		A76469	Employment and Development Trend	3		Year 4
		A76471	Contemporary Issue in Entertainment	3		Year 4
		A76437	Contemporary Issue	3		Year 4
		A76453	Festival Management	3		Year 4
		A76461	Event Practicum	3		Year 4
		A76510	Digital Marketing and Social Media	3		Year 4
		A76516	Advanced Business English(I)	3		Year 4
		A76517	Advanced Business English(II)	3		Year 4
		A76520	Cross Culture Awareness	3		Year 4
		A76525	Entertainment Regulation and Policy	3		Year 4

	Off-campus Internship	A76242	*Off-campus Internship (I)	3		Year 2 Spring
		A76243	*Off-campus Internship (II)	3		Year 2 Spring
		A76244	*Off-campus Internship(III)	3		Year 2, Spring
		A76310	*Industry Internship	5		Year 3, Spring
		A76311	*Industry Project	4		Year 3, Spring
Interdisciplinary credit program	Film and Television Entertainment Management	Organized by the Department of Entertainment Business Management, the Department of Film and Television Studies co-organized and opened.				Relevant credits course requirements and course materials can be found on the department's or the course group's website.
	International Event Planning Management Course	Organized by the Department of Entertainment Management, the Department of Mass Communication and the Department of Leisure Management jointly established and co-organized.				
	Leisure Dining Facilities Planning and Management Course	Organized by the Department of Civil and Ecological Engineering, the Department of Leisure Management, the Department of Hospitality Management, and the Department of Entertainment Management jointly co-organized.				
	Cross-cultural Global Perspective	Organized by the Department of Entertainment Business Management, the Department of International Tourism and Tourism, the Department of International Finance and the Department of Communication and Production English are jointly co-organized.				

Note: Departments may adjust the number of courses offered to students based on students' feedback and actual needs.

I-SHOU UNIVERSITY

Department of Entertainment Management

4-Year Curriculum for Students Admitted in Academic Year 2019

* Credits Required for Graduation : 128

1. GE Required Credits: 16
2. GE Elective Credits (Liberal Arts Education): 12
(1) Extra course(s) over the "Select 1 out of the 3" can be recognized as GE Elective(s).
(2) English taught ISU GE electives can be counted as IC GE but no more than 6 credits.
3. Service Education Required Credits: 0
4. PE Required Credits: 0
5. College-required Credits: 24
6. Departmental Required Credits: 30 including Academic & Practical Courses: 18, Academic Courses: 9, Practical Courses: 2, Capstone Courses: 1.
7. Department Elective Credits: 46: At most recognize the international college, English degree course electives 18 credits, Inter-college (micro) credits are taught in accordance with regulations.

Remark:

1. Students must satisfy the minimum English proficiency level which as stipulated by the EM department.
2. Students are required to study abroad prior to graduation. Regarding "International Studies" program please refer to "Regulations for Implementation of International Studies for Students of International College at I-Shou University".

Freshman Year (2019)

Category	Course Code	Course Title	Fall	Spring	Required/ Elective	Remark
General Education in International College	A85A01	Chinese Literature	3		Required	Core Course
	A85A02	English Reading	3		Required	Core Course
	A93A17	Service Education (I)	0		Required	
	A85A03	English Writing and Composition		3	Required	Core Course
	A93A19	Basic Medicine-Codes in Health and Medicine		2	Required	Core Course
	A85AC1	Modern Culture and History		3	Required	Core Course
	A85AC2	World Culture				
	A85AC3	Presentation Skills				
	A85AC4	Second Language				
	A93A18	Service Education (II)		0	Required	
College-required Courses	A85805	Economics (I)	3		Required	
	A85804	Accounting (I)	3		Required	
	A85808	Data Processing	3		Required	
	A85E01	Management and Managerial Practice		3	Required	
	A85803	Statistics (I)		3	Required	
	A85809	Personal Finance		3	Required	
Departmental Required Courses	A76115	Introduction to Entertainment Business Management	3		Required	Academic
Elective Courses	A76251	Entertainment Business Operation Management	3		Elective	Practical
	A76506	Study Skills	3		Elective	Practical
	A76509	Psychology of Leisure	3		Elective	Practical
	A76522	Introduction to Tourism and Hospitality	3		Elective	Practical
	A76523	Presentation and Communication Skills	3		Elective	Practical
Total Required Credits for Academic Year			35			

Sophomore Year (2020)

Category	Course Code	Course Title	Fall	Spring	Required/ Elective	Remark
GE	A93A15	Physical Education (I)	0		Required	
	A93A16	Physical Education (II)		0	Required	
	A93A20	Programming (R)		2	Required	Core Course
College-required Courses	A85806	Marketing Management	3		Required	
	A85807	Human Resource Management	3		Required	
Departmental Required Courses	A76277	Creative Thinking and Innovation	3		Required	A & P
	A76511	Intermediate Business English (I)	3		Required	A & P
	A76501	Script Writing	3		Required	A & P
	A76512	Intermediate Business English (II)		3	Required	A & P
	A76513	Event and Venue Management		3	Required	A & P
	A76225	Project Management		3	Required	A & P
Elective Courses	A76254	Gaming Management	3		Elective	Practical
	A76256	Sport Event Management	3		Elective	Academic
	A76504	Film Production Management	3		Elective	Practical
	A76222	Culture and Sociology	3		Elective	Academic
	A76415	Strategic Management	3		Elective	A & P
	A76270	Gaming Service Skills (I)	3		Elective	Practical
	A76234	Computer Application	3		Elective	Practical
	A76505	Service Management	3		Elective	A & P
	A76524	Consumer Behavior	3		Elective	Practical
	A76527	Digital Photography Practice	3		Elective	Practical
	A76519	Event Hosting Practice	3		Elective	Practical
	A76242	Off -campus Internship (I)	3		Elective	Practical
	A76243	Off -campus Internship (II)	3		Elective	Practical
	A76244	Off -campus Internship (III)	3		Elective	Practical
Total Required Credits for Academic Year			26			

Junior Year (2021)

Category	Course Code	Course Title	Fall	Spring	Require /Elective	Remark
	A76507	3D Computer Animation	3		Elective	A & P
	A76508	Sequential Arts	3		Elective	A & P
	A76322	Destination Marketing	3		Elective	A & P
	A76350	Sustainable Tourism	3		Elective	A & P
	A76326	Electronic Commerce	3		Elective	Practical
	A76320	Probability of Gaming	3		Elective	Academic
	A76340	Entertainment Consumption	3		Elective	Academic
	A76327	Introduction to Food and Beverage Management	3		Elective	Practical
	A76351	Dispute Management	3		Elective	A & P
	A76329	Multimedia Application	3		Elective	A & P
	A76336	Pop Music Marketing Strategy	3		Elective	A & P
	A76349	Theatre Operation Business Management	3		Elective	Practical
	A76344	Club Management Operation	3		Elective	Practical
	A76346	Asian Popular Culture	3		Elective	Academic
	A76250	Psychology of Gaming	3		Elective	Academic
	A76348	Casino Operation Management	3		Elective	Practical
	A76460	Security and Surveillance Management	3		Elective	Practical
	A76271	Gaming Service Skills (II)	3		Elective	Practical
	A76272	Economics (II)	3		Elective	Academic
	A76273	Accounting (II)	3		Elective	Academic
	A76274	Negotiation	3		Elective	A & P
	A76276	Statistics (II)	3		Elective	Academic
	A76230	International Tourism	3		Elective	A & P
	A76352	Mass Media	3		Elective	A & P
	A76514	Academic English (I)	3		Elective	Academic
	A76515	Academic English (II)	3		Elective	Academic
	A76526	Video Production Practice	3		Elective	Practical
	A76339	Academic English	3		Elective	Academic
	A76353	Sound Recording Editing and Design	3		Elective	Practical
	A76354	Storytelling and Philosophy	3		Elective	Practical
	A76355	Leadership	3		Elective	Practical
	A76356	Media & Communications	3		Elective	Academic
	A76357	Digital Media Design	3		Elective	Practical
	A76358	Film Production Management	3		Elective	Practical
	A76359	Mega Event Planning	3		Elective	Practical
	A76360	Wedding Planning and Practices	3		Elective	Practical
	A76310	Industry Project	5		Elective	Practical
	A76311	Industry Project	4		Elective	Practical
Total Required Credits for Academic Year			0			

Senior Year (2022)

Category	Course Code	Course Title	Fall	Spring	Require /Elective	Remark
Departmental Required Courses	A76450	Professional Ethics and Social Responsibility	3		Required	Academic
	A76227	Research Method	3		Required	Academic
	A76521	Special Topic (I)	2		Required	Practical
	A76440	Special Topic (II)		1	Required	Capstone Course
	A76000	English Proficiency	0		Required	Graduation Threshold
	A76345	International Studies	0		Required	Graduation Threshold
Electives	A76211	Lodging Management	3		Elective	A & P
	A76453	Festival Management	3		Elective	Practical
	A76461	Event Practicum	3		Elective	Practical
	A76432	Industrial Relationships	3		Elective	A & P
	A76470	Media and Public Relations	3		Elective	Academic
	A76456	International Etiquette	3		Elective	Practical
	A76414	Case Studies in Entertainment Business	3		Elective	Practical
	A76416	Attractions and Theme Parks Management	3		Elective	Practical
	A76422	Risk Management	3		Elective	A & P
	A76431	Entertainment and Event Marketing	3		Elective	Practical
	A76469	Employment and Development Trend	3		Elective	Practical
	A76471	Contemporary Issue in Entertainment	3		Elective	Practical
	A76437	Contemporary Issue	3		Elective	Practical
	A76510	Digital Marketing and Social Media	3		Elective	Practical
	A76516	Advanced Business English (I)	3		Elective	Practical
	A76517	Advanced Business English (II)	3		Elective	Practical
	A76520	Cross Culture Awareness	3		Elective	Practical
	A76525	Entertainment Regulation and Policy	3		Elective	Practical
	A76347	Introduction to Aesthetics	3		Elective	Academic
Total Required Credits for Academic Year			9			