

EM Curriculum Map

Applied to 2020 AY Cohort

EM Educational Objective

To develop the entertainment management and event management professionals with global perspective

GE Core
Courses:
16 Credits

IC Liberal
Arts Elective
Courses:
12 Credits

IC Required
Courses:
24 Credits

Departmental
Required Courses:
31 Credits

Departmental
Electives Courses:
30 Credits

Graduation
Requirement:
「International
Studies」
、「English Proficiency」

Year 1/ Fall

Year 1/ Spring

IC Liberal Arts Elective Courses

Service
Education (I)

Service
Education (II)

English Reading

English Writing and
composition

Chinese Literature

(choose one of four)
Modern Culture and
History
World Culture
Presentation Skill
Second Language

Data Processing

Entertainment
Management in
Practice

Unraveling the
Mystery of Health

Introduction to
Entertainment
Business Management

Statistics (I)

Economics (I)

Economics (II)

Accounting (I)

Accounting (II)

Personal Finance

Management and
Managerial Practice&
Management Practicum

Aesthetics

Study Skills 、 Psychology of Leisure 、 Introduction to
Tourism and Hospitality 、 Presentation and
Communication Skills 、 Design Process and the
Tendencies of Contemporary Design

Year 2/ Fall

Year 2/ Spring

IC Liberal Arts Elective Courses

Physical Education (I)

Physical Education (II)

Marketing
Management

Programming(Python)

Human Resource
Management

Event and Venue
Management

Creative Thinking and
Innovation

Project Management

Business English

Storytelling Concepts

Statistics (II)

Gaming Management 、 Sport Event
Management 、 Film and Production
Management 、 Culture and Sociology 、 Gaming
Service Skills (I) 、 Computer Application 、
Service Management 、 Consumer Behavior 、
Digital Photography Practice 、 Event Hosting
Practice 、 Video Production 、 Audio Production 、
Film History and Theory 、 2D Art and Design 、
Off -campus Internship (I) 、 Off -campus
Internship (II) 、 Off -campus Internship (III)

Year 3/ Fall

Year 3/ Spring

IC Liberal Arts Elective Courses

Research Method

3D Computer Animation 、 Sequential Arts 、
Electronic Commerce 、 Probability of Gaming 、
Introduction to Tourism and Hospitality 、
Dispute Management 、 Multimedia
Application 、 Pop Music Marketing Strategy 、
Theatre Operations and Management 、 Club
Management Operations 、 Asian Popular
Culture 、 Psychology of Gaming 、 Casino
Operations Management 、 Gaming Service
Skills (II) 、 Negotiation 、 International
Tourism 、 Video Production 、 Academic
English 、 Sound Recording, Editing and Design 、
Storytelling and Philosophy 、 Leadership 、
Media & Communications 、 Digital Media
Design 、 Film Production Management 、
Mega Event Planning 、 Wedding Planning and
Practices 、 Industry Internship 、 Industry
Project

* 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:

a. GEPT of High- Intermediate b. TOEFL PBT/ITP/IBT of scoring 527/527/70 c. TOEIC 750 d. IELTS of level 5.5 e. Cambridge Main Suite of level First Certificate in English (FCE) f. BULATS of ALTE Level 3 g. 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".

Year 4/ Fall

Year 4/ Spring

IC Liberal Arts Elective Courses

Special Topic (I)

Special Topic (II)

Professional Ethics
And
Social Responsibility

Lodging Management 、 Festival Management 、
Event Practicum 、 Industrial Relationships 、
Media and Public Relations 、 International
Etiquette 、 Case Studies in Entertainment
Business 、 Attractions and Theme Parks
Management 、 Risk Management 、
Entertainment and Event Marketing 、
Employment and Development Trend 、
Contemporary Issue in Entertainment 、
Contemporary Issue 、 Digital Marketing and
Social Media 、 Cross Culture Awareness 、
Entertainment Regulation and Policy 、 Script
Writing

→ Prerequisite
→ Suggested Procedure