

IMEM Curriculum Map

Applied to 2024 AY Cohort

IMEM Educational Objective

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

GE Core Courses:
15 Credits

IC Liberal Arts Elective Courses:
10 Credits

IC Required Courses:
12 Credits

Departmental Required Courses:
34 Credits

Departmental Electives Courses:
57 Credits

Graduation Requirement:
'International Studies',
'English Proficiency'

Freshman
Fall Spring

IC Liberal Arts Elective Courses	
Chinese Literature	Unreveling the Mystery of Health
English Reading	English Writing and composition
Secret Codes in Intelligent Technologies	
Data Analytics for Business and Decision Making	Application for Statistics
Economics	Statistics
	Management
Digital Photography Practices	Presentation and Communication Skills
Introduction to Media and Entertainment Business Management	Exploring Aesthetics with AI
Media and Entertainment Management in Practice	
Introduction to Aesthetics	

Sophomore
Fall Spring

IC Liberal Arts Elective Courses	
Physical Education (I)	Physical Education (II)
	Programming (Python)
Creative Thinking and Innovation	Storytelling Concepts
Video Production Essentials	Project Management
Event and Venue Management	Project Management
Film History and Theory, 2D Art and Design, Consumer Behavior, Visual Art, Off-Campus Internship (I), Off-Campus Internship (II), Off-Campus Internship (III).	

Junior
Fall Spring

IC Liberal Arts Elective Courses	
	Research Method
Advertising Campaign and Production, Commercial Photography, E-Commerce and Internet Marketing, Video Production Practice, Conference and Exhibition Management, Media Production Capstone Project, Industry Internship, Industry Project, Advertising	

Senior
Fall Spring

IC Liberal Arts Elective Courses	
Special Topic (I)	Special Topic (II)
Risk Management, Entertainment and Event Marketing, Digital Marketing and Social Media, Cross Culture Awareness	

- * 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".

Suggested Procedure