

I-SHOU UNIVERSITY Program in International Media and Entertainment Management 4-Year Curriculum for Students Admitted in Academic Year 2026

Category	Freshman Year		Sophomore Year	
GE core courses: required (17 credits)	A85A02 English Reading [3]1st A93A28 Unraveling the Mystery of Health [2] 2nd A93A29 Smart Tech 101 [2]1st A85A03 English Writing and Composition [3] 2nd A85A01 Chinese society and culture [3]1st		A93A15 Physical Education (I) [1]1st A93A16 Physical Education (II) [1]2nd A93A20 Programming (Python) [2]2nd	
College-required courses (3 credits)	A85E05 Management and Managerial Practice Management Practicum [3] 2nd A85F05 Management Practicum [0] 2nd			
Collegeelectives Courses	A85I21 Exploring Aesthetics with AI [2]2nd			
Category	Freshman Year	Sophomore Year	Junior Year	Senior Year
Department-required courses (37 credits)	A30101 Digital Photography Practice [3]1st A30102 Introduction to Media and Entertainment Business Management [3]1st A30103 Media and Entertainment Management in Practice [1] 1st A30104 Presentation and Communication Skills [3]2nd	A30220 Creative Thinking and Innovation in the AI Era [3]1st A30202 Video Production Essentials [3]1st A30203 Storytelling Concepts [3]2nd A30221 AI-Driven Project Management and practice [3]2nd A30205 Media and Communications[3]1st A30206 Event and Venue Management [3]2nd	A30301 Research Methods [3] 2nd A30302 Media Production Capstone Project [3]2nd	A30411 Special Project [2]1st A30412 Interdisciplinary innovation exhibitions and presentations [1]2nd A30403 English Proficiency [0]1st2nd A30404 International Studies [0]1st2nd A30B98 Interdisciplinary Competencies [0]1st
Departmental electives (≥41 credits)	A30105 Introduction to Aesthetics [3]1st2nd A30107 Economics [3]1st2nd A30108 Data Analytics for Business and Decision-Making [2]1st2nd A30109 Statistics [3] 1st2nd	A30207 Film History and Theory [3]1st2nd A30208 2D Art and Design [3]1st2nd A30209 Consumer Behavior [3]1st2nd A30210 Off-campus Internship (I) [3]1st2nd A30211 Off-campus Internship (II) [3]1st2nd A30212 Off-campus Internship (III) [3]1st2nd A30213 Visual Art [3]1st2nd A30214 Audio Production [3]1st2nd A30215 Human Resource Management [3]1st A30216 Organizational Behavior [3]2nd A30217 Marketing Management [3]2nd A30218 Tourism Technology Strategies [3]2nd A30219 Foundations of Business Analytics [3]2nd	A30303 Advertising [3]1st2nd A30304 Advertising Campaign and Production [3]1st2nd A30315 Studio Photography [3]1st2nd A30306 Video Production Practice [3]1st2nd A30307 Conference and Exhibition Management [3]1st2nd A30308 Industry Internship [5]1st2nd A30309 Industry Project [4]1st2nd A30310 Pop Music Marketing Strategy [3]1st2nd A30311 Theatre Operations and Management [3]1st2nd A30312 Wedding Planning and Practices [3]1st2nd A30313 English for International Business Communication [3]1st A30314 Media Literacy and Critical Issues Deliberation [3] 1st2nd	A30406 Entertainment and Event Marketing [3] 1st2nd A30407 Digital Marketing and Social Media [3] 1st2nd A30408 Cross Culture Awareness [3] 1st2nd A30409 Sound Recording, Editing and Design [3] 1st2nd A30410 Drinks, Culture and Entertainment Management [3] 1st2nd
GE liberal arts education	GE liberal arts education: elective, 10 credits from “Humanities and Arts”, “Nature and Technology”, “Social Science”			
Cross-domain electives	Up to 20 credits earned from courses, whether required or elective, offered by other departments/programs at I-Shou University or its partner universities will be recognized by the Department as credit from			
Credits required for graduation from the Department	128 Credits			
Note	Undergraduate students admitted to the University in or after Academic Year 2026 are required to fulfill all of the following requirements during the prescribed duration of study to be eligible for graduation: I. Earning the number of course credits required by their major department; II. Students must study abroad or complete "International Studies" before graduation. For international studies regulations, please refer to "Regulations for Implementation of International Studies for Students of International College at I-Shou University". III. Meeting the University's "English Proficiency" standards for graduation and submitting a valid test report or supporting documentation recognized by the University. IV. Fulfilling the "Interdisciplinary Learning" requirement by completing a minor, a secondary major, or an interdisciplinary/micro-credit program recognized by the University, with the acquisition of a formal certificate of completion.			

