

**I-SHOU UNIVERSITY Program in International Media and Entertainment Management 4-Year Curriculum for Students Admitted in Academic Year 2025**

Category	Freshman Year(2025)		Sophomore Year(2026)	
<b>GE core courses: required (17 credits)</b>	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 Literature [3]1st		A93A15 Physical Education ( I ) [1]1st A93A16 Physical Education (II) [1]2nd A93A20 Programming (Python) [2]2nd	
<b>College-required courses (3 credits)</b>	A85F05 Management Practicum [3]2nd			
<b>College-electives courses (≤2 credits)</b>	A85121 Exploring Aesthetics with AI [2]2nd			
Category	Freshman Year(2025)	Sophomore Year(2026)	Junior Year(2027)	Senior Year(2028)
<b>Department-required courses (37 credits)</b>	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	A30201 Creative Thinking and Innovation [3]1st A30202 Video Production Essentials [3]1st A30203 Storytelling Concepts [3]2nd A30204 Project Management [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	A30401 Special Topic (I) [2]1st A30402 Special Topic (II) [1]2nd A30403 English Proficiency [0]1st2nd A30404 International Studies [0]1st2nd
<b>Departmental electives (≥41 credits)</b>	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	A30303 Advertising [3]1st2nd A30304 Advertising Campaign and Production [3]1st2nd A30305 Commercial 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	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

			Management [3]1st2nd A30312 Wedding Planning and Practices [3]1st2nd	
<b>GE liberal arts education</b>	GE liberal arts education: elective, <b>10</b> credits from “Humanities and Arts”, “Nature and Technology”			
<b>Cross- domain electives</b>	Up to <b>20</b> 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 credits from electives.			
<b>Credits required for graduation from the Department</b>	<b>128 Credits</b>			
<b>Note</b>	<ol style="list-style-type: none"> <li>Students must pass the "English Proficiency Graduation Qualification Test and Assignment Regulations" of the Program in addition to completing the total number of graduation credits within the period of study to be eligible for graduation.</li> <li>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".</li> </ol>			