

IMEM Curriculum Map

Applied to 2022 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:
15 Credits

Departmental
Required Courses:
43 Credits

Departmental
Electives Courses:
45 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

Unraveling the
Mystery of Health

Secret Codes in
Intelligent
Technologies

Economics (I)

Economics (II)

Data Processing

Statistics (I)

Media and
Entertainment
Management in
Practice

Management and
Managerial Practice

Introduction to Media
and Entertainment
Business Management

Aesthetics

Digital Photography
Practice

Presentation and
Communication Skills

Accounting (I)

Accounting (II)

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

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

Visual Art

Storytelling Concepts

Statistics (II)

Media and
Communications

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

Year 3/ Fall

Year 3/ Spring

IC Liberal Arts Elective Courses

Advertising

Research Method

International Tourism 、 Psychology of Gaming
、 Negotiation 、 Advertising campaign and
production 、 Commercial Photography 、
Motion Graphics and Digital Effects 、 Electronic
Commerce 、 Pop Music Marketing Strategy 、
Academic English 、 Club Management
Operation 、 Asian Popular Culture 、 Theatre
Operations and Management 、 Dispute
Management 、 Sound Recording 、 Editing and
Design 、
Storytelling and Philosophy 、 Leadership 、
Digital Media Design 、 Film Production
Management 、 Mega Event Planning 、
Wedding Planning and Practices 、 3D Computer
Animation 、 Sequential Arts 、 Video Production
Practice 、 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)

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



Prerequisite



Suggested Procedure