

I-SHOU UNIVERSITY

Department of International Media and Entertainment Management

4-Year Curriculum for Students Admitted in Academic Year 2022

* Credits Required for Graduation : 128

1. GE Required Credits: 15
2. GE Elective Credits (Liberal Arts Education): 10
English taught ISU GE electives can be counted as IC GE but no more than 6 credits.
3. Service Education Required Credits: 0
4. PE Required Credits: 0
5. College-required Credits: 15
6. Departmental Required Credits: 43 including Academic & Practical Courses: 16, Academic Courses: 18, Practical Courses: 8, Capstone Courses: 1
7. Department Elective Credits: 45 ; Students can choose the courses from other Departments within the International College, and/or English taught Program, for a maximum of 15 credits.

Remarks:

1. Students must satisfy the minimum English proficiency level which as stipulated by the IMEM Department.
2. Students are required to study abroad prior to graduation. Regarding "International Studies" program please refer to "Regulations for Implementation of International Studies for Students of International College at I-Shou University".

Freshman Year (2022)

Category	Course Code	Course Title	Fall	Spring	Required/ Elective	Remark
General Education in International College	A85A01	Chinese Literature	3		Required	Core Course
	A85A02	English Reading	3		Required	Core Course
	A93A17	Service Education (I)	0		Required	
	A93A29	Secret Codes in Intelligent Technologies	2		Required	Core Course
	A85A03	English Writing and Composition		3	Required	Core Course
	A93A28	Unraveling the Mystery of Health		2	Required	Core Course
	A93A18	Service Education (II)		0	Required	
College-required Courses	A85805	Economics (I)	3		Required	
	A85808	Data Processing	3		Required	
	A85E02	Statistics (I)		3	Required	
	A85F02	Statistics Practice (I)				
Departmental Required Courses	A76113	Digital Photography Practice	3		Required	Practical
	A76129	Introduction to Media and Entertainment Business Management	3		Required	Academic
	A76128	Media and Entertainment Management in Practice	1		Required	A & P
	A76119	Aesthetics		3	Required	Academic
	A76132	Management and Managerial Practice		3	Required	A & P
	A76131	Presentation and Communication Skills		3	Required	Practical
Departmental Elective Courses	A76506	Study Skills	3		Elective	Practical
	A76509	Psychology of Leisure	3		Elective	Practical
	A76522	Introduction to Tourism and Hospitality	3		Elective	Practical
	A76122	Personal Finance	3		Elective	A & P
	A76121	Accounting (I)	3		Elective	Academic
	A76273	Accounting (II)		3	Elective	Academic
	A76272	Economics (II)		3	Elective	Academic
	A76529	Design Process and the Tendencies of Contemporary Design		3	Elective	Practical
Total Required Credits (Fall/ Spring)			21/ 17			

Sophomore Year (2023)

Category	Course Code	Course Title	Fall	Spring	Required/ Elective	Remark
GE	A93A15	Physical Education (I)	0		Required	
	A93A16	Physical Education (II)		0	Required	
	A93A20	Programming (Python)		2	Required	Core Course
College-required Courses	A85806	Marketing Management	3		Required	
	A85807	Human Resource Management	3		Required	
Departmental Required Courses	A76245	Visual Art	3		Required	A & P
	A76277	Creative Thinking and Innovation	3		Required	A & P
	A76221	Storytelling Concepts		3	Required	Academic
	A76225	Project Management		3	Required	A & P
	A76246	Media and Communications		3	Required	Academic
	A76513	Event and Venue Management		3	Required	A & P
Departmental Elective Courses	A76276	Statistics (II)	3		Elective	Academic
	A76201	Business English	3		Elective	Academic
	A76202	Gaming Service Skills	3		Elective	Practical
	A76222	Culture and Sociology	3		Elective	Academic
	A76234	Computer Application	3		Elective	Practical
	A76235	Video Production	3		Elective	Practical
	A76236	Audio Production	3		Elective	Practical
	A76237	Film History and Theory	3		Elective	Academic
	A76238	2D Art and Design	3		Elective	Practical
	A76254	Gaming Management	3		Elective	Practical
	A76256	Sport Event Management	3		Elective	Academic
	A76504	Film and Production Management	3		Elective	Practical
	A76505	Service Management	3		Elective	A & P
	A76519	Event Hosting Practice	3		Elective	Practical
	A76524	Consumer Behavior	3		Elective	Practical
	A76242	Off -campus Internship (I)	3		Elective	Practical
	A76243	Off -campus Internship (II)	3		Elective	Practical
	A76244	Off -campus Internship (III)	3		Elective	Practical
Total Required Credits (Fall/ Spring)			12/14			

Junior Year (2024)

Category	Course Code	Course Title	Fall	Spring	Require /Elective	Remark
Departmental Required Courses	A76305	Advertising	3		Required	Academic
	A76227	Research Method		3	Required	Academic
Departmental Elective Courses	A76230	International Tourism	3		Elective	A & P
	A76250	Psychology of Gaming	3		Elective	Academic
	A76274	Negotiation	3		Elective	A & P
	A76306	Advertising campaign and production	3		Elective	Practical
	A76312	Commercial Photography	3		Elective	Practical
	A76313	Motion Graphics and Digital Effects	3		Elective	Practical
	A76326	Electronic Commerce	3		Elective	Practical
	A76336	Pop Music Marketing Strategy	3		Elective	A & P
	A76339	Academic English	3		Elective	Academic
	A76344	Club Management Operation	3		Elective	Practical
	A76346	Asian Popular Culture	3		Elective	Academic
	A76349	Theatre Operations and Management	3		Elective	Practical
	A76351	Dispute Management	3		Elective	A & P
	A76353	Sound Recording, Editing and Design	3		Elective	Practical
	A76354	Storytelling and Philosophy	3		Elective	Academic
	A76355	Leadership	3		Elective	Practical
	A76357	Digital Media Design	3		Elective	Practical
	A76358	Film Production Management	3		Elective	Practical
	A76359	Mega Event Planning	3		Elective	Practical
	A76360	Wedding Planning and Practices	3		Elective	Practical
	A76507	3D Computer Animation	3		Elective	A & P
	A76508	Sequential Arts	3		Elective	A & P
	A76526	Video Production Practice	3		Elective	Practical
	A76310	Industry Internship	5		Elective	Practical
	A76311	Industry Project	4		Elective	Practical
Total Required Credits (Fall/ Spring)			3/ 3			

Senior Year (2025)

Category	Course Code	Course Title	Fall	Spring	Require /Elective	Remark
	A76521	Special Topic (I)	2		Required	Practical
	A76440	Special Topic (II)		1	Required	Capstone Course
	A76000	English Proficiency	0		Required	Graduation Threshold
	A76345	International Studies	0		Required	Graduation Threshold
Departmental Elective Courses	A76211	Lodging Management	3		Elective	A & P
	A76400	Professional Ethics and Social Responsibility	3		Elective	Academic
	A76401	Microfilm production	3		Elective	Practical
	A76414	Case Studies in Entertainment Business	3		Elective	Practical
	A76416	Attractions and Theme Parks Management	3		Elective	Practical
	A76422	Risk Management	3		Elective	A & P
	A76431	Entertainment and Event Marketing	3		Elective	Practical
	A76432	Industrial Relationships	3		Elective	A & P
	A76438	Script Writing	3		Elective	Practical
	A76456	International Etiquette	3		Elective	Practical
	A76461	Event Practicum	3		Elective	Practical
	A76469	Employment and Development Trend	3		Elective	Practical
	A76470	Media and Public Relations	3		Elective	Academic
	A76471	Contemporary Issue in Entertainment	3		Elective	Practical
	A76453	Festival Management	3		Elective	Practical
	A76510	Digital Marketing and Social Media	3		Elective	Practical
	A76520	Cross Culture Awareness	3		Elective	Practical
	A76525	Entertainment Regulation and Policy	3		Elective	Practical
Total Required Credits (Fall/ Spring)			2/ 1			

(Department's Stamp)