

# Entertainment Management Course Learning Guide Map

Applicable to new students enrolled in 2019

## Department education goals

To cultivate professionals with a global perspective in entertainment industry management and event planning.

GE Required Credits: 15

College-required Credits: 12

GE Elective Credits  
(Liberal Arts Education): 12

Departmental Required  
Credits: 47

International Studies  
Credit: 0

Departmental Required Courses  
(include Off-campus Internship )

Total Required Credits  
for Academic Year(27)

Specialized Entertainment  
Industry Management (A)

Specialized Entertainment  
Industry Management (B)

It is recommended to complete one specialized  
area of study, totaling (15) credits.

## Freshman1

Chinese  
Literature

Service Education  
1

English Reading

Information  
Systems for  
Business  
Management

Economics 1

Accounting I

Introduction to  
Entertainment  
Business

Introduction to  
Tourism and  
Hospitality

## Freshman2

General  
Education in  
International  
College

Service Education  
2

English Writing

Modern Culture and  
History

Management and  
Managerial Practice

Statistic  
1

Study Skill

Presentation and  
Communication  
Skills

## Sophomore1

General Education in International  
College

Physical Education1

Intermediate Business  
English 1

Creative Thinking and  
Innovation

Human Resource  
Management

Entertainment Management  
Strategic Management 、 Sociology 、  
Gaming Management 、 Entertainment  
Business Operation Management 、  
Entertainment Business Operation  
Management

Service Management  
Script Writing 、  
Event and Venue Management

Required Courses  
Sports and sightseeing 、 Gaming Service  
Skill 1 、 Multimedia Application

## Sophomore2

Physical Education 2

Intermediate Business  
English 2

Marketing

Project Management

Consumer Behavior

## Junior1

General  
Education in  
International  
College

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".

### Required Courses

Destination Marketing 、 Sustainable  
Tourism 、 Electronic Commerce 、  
Probability of Gaming 、 Entertainment  
Consumption 、 Introduction to Food and  
Beverage 、 Dispute Management 、  
Multimedia Application 、 Pop Music  
Marketing Strategy 、 Theatre Business  
Management 、 Club Management  
Operation 、 Asian Popular Culture 、  
Psychology of Gaming 、 Introduction to  
Aesthetics 、 Casino Operation 、 Stage  
technical management 、 Security and  
Surveillance Management 、 Gaming  
Service Skills 2 、 Economics2 、  
Accounting2 、 Negotiation 2 、  
Statistic2 、 International Tourism 、  
Mass Media 、 Industry Internship 1 、  
Industry Project 1 、 Industry Internship 2 、  
Industry Project 2

## Junior2

## Senior1

Professional  
Ethics and  
Social  
Responsibility

Research  
Method

Special Topic 1

### Entertainment Management

Lodging Management 、 Festival  
Management 、 Media and Public Relations 、  
International Etiquette 、 Case Studies in  
Entertainment Business 、 Attractions and  
Theme Parks Management

### Event management

Event Practicum 、 Industrial Relationships 、  
Media and Public Relations 、 International  
Etiquette 、 Case Studies in Entertainment  
Business 、 Attractions and Theme Parks  
Management

### Required Courses

Crisis Management 、 Entertainment and  
Event Marketing 、 Employment and  
Development Trend 、 Contemporary Issue  
in Entertainment 、 Advanced Business  
English 1 、 Advanced Business English 2

## Senior2

Entertainment  
Regulation and Policy

Special Topic 2

## Future career prospects

Event Planner 、 Event  
Coordinator 、  
Performance Operations  
Manager 、 Stage  
Manager 、 Event  
Operations Manager 、  
Project Manager 、 MICE  
Manager  
、 Agent

Entertainment Industry  
Manager 、 Entertainment  
Industry Management  
Supervisor 、 Casino  
Dealer 、 Gaming Industry  
Manager 、 Event Operations  
Manager 、 Marketing  
Specialist 、 Human  
Resources and Training  
Specialist 、 Front Desk  
Manager 、 Public Relations  
Specialist

→ Representative Courses  
.....→ Recommendation on the  
order of courses taken