

Entertainment Management 課程學習導引地圖

108學年度入學新生適用

系教育目標

培育兼備全球視野之娛樂產業
管理及活動規劃之專業人才。

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)

特色領域 娛
樂產業管理(A)

特色領域
活動管理(B)

建議完成一特色領域，共(15)學分

Freshman1

Chinese
Literature

Service Education
1

English Reading

Information
Systems for
Business
Management

Economics 1

Accounting1

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

運動觀光、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 、 娛樂場營運、舞台技術管
理、 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

活動管理

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

未來出路

活動策畫人員、公共關係、活動控管人員、表演營運人員、舞台管理人員、活動營運人員、專案管理人員、會展管理人員、經紀人

娛樂產業經理人員、娛樂產業管理督導人員、荷官、博奕產業經理人員、賽事作業管理人員、行銷人員、人資及培訓人員、前檯管理人員、公共關係

代表課程擋修

代表修課順序建議