

IMEM Curriculum Map

Applied to 2021 AY Cohort

IMEM Educational Objective

To develop the entertainment management and event management professionals with global perspective

GE Core
Courses:
18 Credits

IC Liberal
Arts Elective
Courses:
12 Credits

IC Required
Courses:
18 Credits

Departmental
Required Courses:
37 Credits

Departmental
Electives Courses:
43 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

(choose one of four)
Modern Culture and
History
World Culture
Presentation Skill
Second Language

Data Processing

Unraveling the
Mystery of Health

Media and
Entertainment
Management in
Practice

Introduction to Media
and Entertainment
Business Management

Statistics (I)

Economics (I)

Economics (II)

Accounting (I)

Accounting (II)

Secret Codes in
Intelligent
Technologies

Management and
Managerial Practice&
Management Practicum

Digital Photography
Practice

Aesthetics

Study Skills 、 Psychology of Leisure 、 Introduction to Tourism and Hospitality 、 Presentation and Communication Skills 、 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