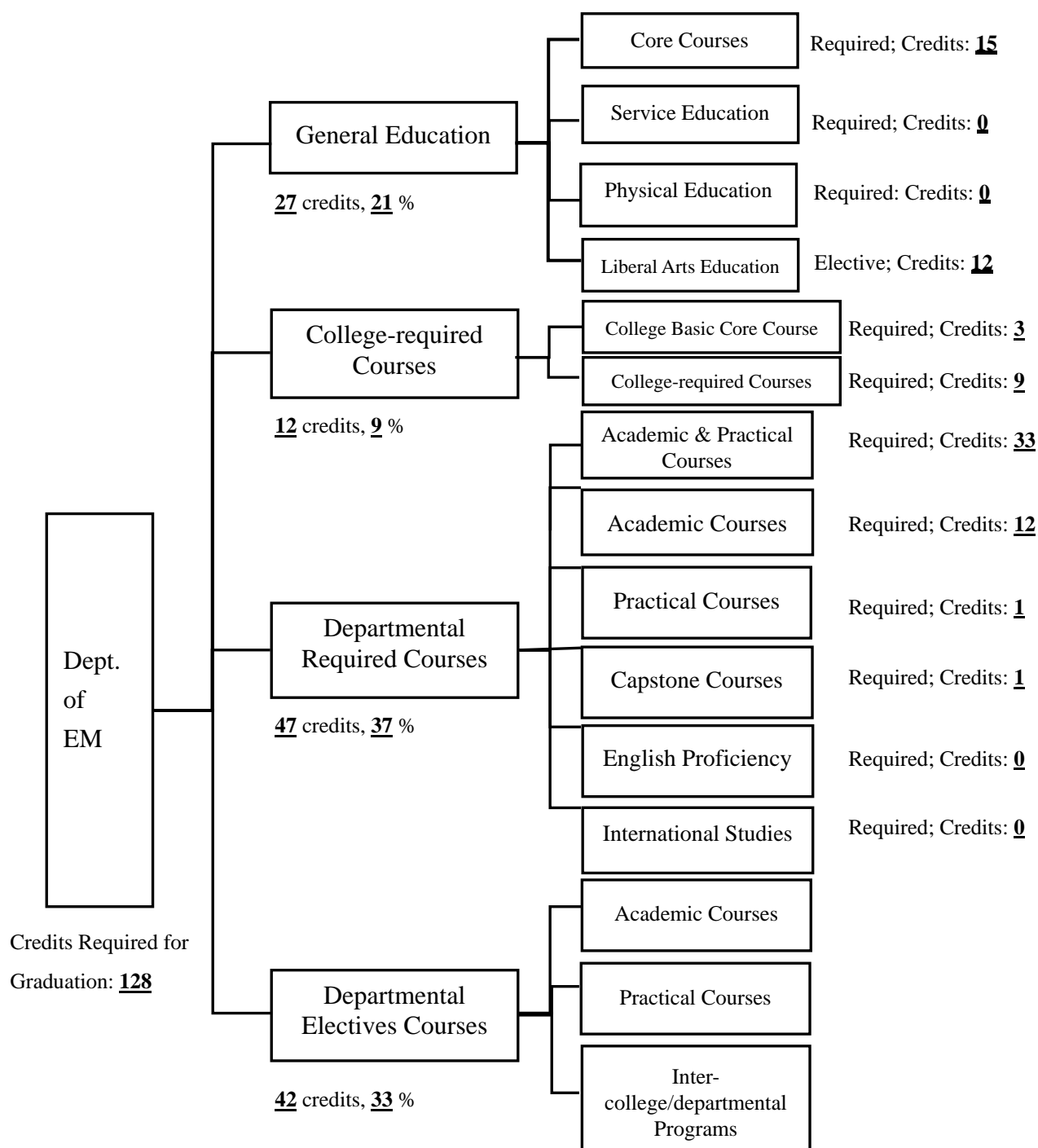


Department of Entertainment Management

Entertainment Management (EM) Curriculum for 2017 Academic Year



Notes: (departments shall specify relevant rules for taking courses)

1. A total of 128 credits comprised of IC Core Courses 12 credits, EM Core Courses 47 credits, GE Core & Elective Courses 27 credits and EM Elective Courses 42 Credits.
2. Students are encouraged to take academic courses and practical courses under the category of departmental electives. **Students taking practical courses shall take at least one off-campus internship under the category of department electives.**
3. 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”.
4. Students must satisfy the minimum English proficiency level which as stipulated by the EM department. For detail information, please refer to the “Rules of Assessment of English Proficiency for Eligibility to Graduation”

Department of Entertainment Management
Curriculum Design for Academic Year 2017

| Category | | | Code | Subject | Credits | Credit Requirement | Semester | |
|-------------------------------|------------------------------|---------------------------|--------|---|------------------------------------|--|-----------------|----------------|
| GE | Core Courses | Language Ability | A76793 | Chinese Literature | 3 | 9 Core Credits | Year 1, Fall | |
| | | | A76111 | English Reading | 3 | | Year 1, Fall | |
| | | | A76173 | English Writing and Composition | 3 | | Year 1, Spring | |
| | | Literacy and Humanity | A76792 | Modern Culture and History | 3 | 3 Core Credits (Select 1 out of the 3; extra selection(s) can be recognized as GE elective(s). | Year 1, Spring | |
| | | | A76A01 | World Culture | | | | |
| | | | A76A03 | Second Language | | | | |
| | | Information Ability | A76112 | Information Systems for Business Management | 3 | 3 Core Credits | Year 1, Fall | |
| | | Service Education Courses | | A93A17 | Service Education (I) | 0 | 0 Core Credit | Year 1, Fall |
| | | | | A93A18 | Service Education (II) | 0 | | Year 1, Spring |
| | Physical Education Courses | | A93A15 | Physical Education (I) | 0 | 0 Core Credit | Year 2, Fall | |
| | | | A93A16 | Physical Education (II) | 0 | | Year 2, Spring | |
| | Elective Courses | | | (GE Elective Course) | 3 | 12 Elective Credits | TBA | |
| | | | | (GE Elective Course) | 3 | | TBA | |
| | | | | (GE Elective Course) | 3 | | TBA | |
| | | | | (GE Elective Course) | 3 | | TBA | |
| | College Basic Core Course | | | A85E01 | Management and Managerial Practice | 3 | 1 Credit | Year 1, Spring |
| | College-required Courses | | | A85805 | Economics (I) | 3 | 12 Core Credits | Year 1, Fall |
| | | | | A85804 | Accounting (I) | 3 | | Year 1, Fall |
| A85801 | | | | Management | 3 | Year 1, Spring | | |
| A85803 | | | | Statistics (I) | 3 | Year 1, Spring | | |
| Departmental Required Courses | Academic & Practical Courses | | A76117 | Introduction to Tourism and Hospitality | 3 | 33 Credits | Year 1, Fall | |
| | | | A76131 | Presentation and Communication Skills | 3 | | Year 1, Spring | |
| | | | A76263 | Human Resource Management | 3 | | Year 2, Fall | |

| | | | | | | |
|-------------------------------|----------------------|--------|---|---|------------|----------------|
| | | A76277 | Creative Thinking and Innovation | 3 | | Year 2, Fall |
| | | A76281 | Academic English (I) | 3 | | Year 2, Fall |
| | | A76282 | Academic English (II) | 3 | | Year 2, Spring |
| | | A76501 | Script Writing | 3 | | Year 2, Fall |
| | | A76502 | Film Production Management | 3 | | Year 2, Spring |
| | | A76452 | Marketing | 3 | | Year 2, Spring |
| | | A76225 | Project Management | 3 | | Year 2, Spring |
| | | A76264 | Consumer Behavior | 3 | | Year 2, Spring |
| Departmental Required Courses | Academic Courses | A76115 | Introduction to Entertainment Business | 3 | 12 Credits | Year 1, Fall |
| | | A76450 | Professional Ethics and Social Responsibility | 3 | | Year 4, Fall |
| | | A76227 | Research Method | 3 | | Year 4, Fall |
| | | A76451 | Entertainment Regulation and Policy | 3 | | Year 4, Spring |
| | Practical Courses | A76430 | Special Topic (I) | 1 | 1 Credit | Year 4, Fall |
| | Capstone Courses | A76440 | Special Topic (II) | 1 | 1 Credit | Year 4, Spring |
| | Graduation Threshold | A76000 | English Proficiency | 0 | 0 Credit | Year 4, Fall |
| | | A76345 | International Studies | 0 | 0 Credit | Year 4, Fall |

| | | | | | | |
|------------------------|------------------------------|---------------|---|----------|---|---------------|
| Departmental Electives | Academic & Practical Courses | A76415 | Strategic Management | 3 | Academic & Practical Courses + Academic Courses + Practical Courses = Required 42 Credits | Year 2 |
| | | A76505 | Service Management | 3 | | Year 2 |
| | | A76507 | 3D Computer Animation | 3 | | Year 2 |
| | | A76508 | Sequential Arts | 3 | | Year 3 |
| | | A76230 | International Tourism | 3 | | Year 3 |
| | | A76274 | Negotiation | 3 | | Year 3 |
| | | A76322 | Destination Marketing | 3 | | Year 3 |
| | | A76329 | Multimedia Application | 3 | | Year 3 |
| | | A76350 | Sustainable Tourism | 3 | | Year 3 |
| | | A76351 | Dispute Management | 3 | | Year 3 |
| | | A76352 | Mass Media | 3 | | Year 3 |
| | | A76336 | Pop Music Marketing Strategy | 3 | | Year 3 |
| | | A76211 | Lodging Management | 3 | | Year 4 |
| | | A76422 | Risk Management | 3 | | Year 4 |
| | | A76432 | Industrial Relationships | 3 | | Year 4 |
| | Academic Courses | A76241 | Sociology | 3 | | Year 2 |
| | | A76256 | Sport Event Management | 3 | | Year 2 |
| | | A76272 | Economics (II) | 3 | | Year 3 |
| | | A76273 | Accounting (II) | 3 | | Year 3 |
| | | A76276 | Statistics (II) | 3 | | Year 3 |
| | | A76320 | Probability of Gaming | 3 | | Year 3 |
| | | A76346 | Asian Popular Culture | 3 | | Year 3 |
| | | A76340 | Entertainment Consumption | 3 | | Year 3 |
| | | A76250 | Psychology of Gaming | 3 | | Year 3 |
| | | A76347 | Introduction to Aesthetics | 3 | | Year 3 |
| | | A76470 | Media and Public Relations | 3 | | Year 4 |
| | Practical Courses | A76251 | Entertainment Business Operation Management | 3 | | Year 1 |
| | | A76506 | Study Skills | 3 | | Year 1 |
| | | A76254 | Gaming Management | 3 | | Year 2 |
| | | A76253 | Event and Venue Management | 3 | | Year 2 |
| | | A76270 | Gaming Service Skills (I) | 3 | | Year 2 |
| | | A76234 | Computer Application | 3 | | Year 2 |
| | | A76326 | Electronic Commerce | 3 | | Year 3 |
| | | A76331 | Introduction to Food and Beverage | 3 | | Year 3 |
| | | A76337 | Theatre Business Management | 3 | | Year 3 |
| | | A76344 | Club Management Operation | 3 | | Year 3 |
| | | A76460 | Security and Surveillance Management | 3 | | Year 3 |
| | | A76271 | Gaming Service Skills (II) | 3 | | Year 3 |

| | | | | | | |
|---|--|--|--|---|---|----------------|
| | | A76348 | Casino Operation Management | 3 | | Year 3 |
| | | A76414 | Case Studies in Entertainment Business | 3 | | Year 4 |
| | | A76416 | Attractions and Theme Parks Management | 3 | | Year 4 |
| | | A76431 | Entertainment and Event Marketing | 3 | | Year 4 |
| | | A76456 | International Etiquette | 3 | | Year 4 |
| | | A76469 | Employment and Development Trend | 3 | | Year 4 |
| | | A76471 | Contemporary Issue in Entertainment | 3 | | Year 4 |
| | | A76453 | Festival Management | 3 | | Year 4 |
| | | A76461 | Event Practicum | 3 | | Year 4 |
| | Off-campus Internship | A76301 | *Industry Internship (I) | 5 | | Year 3, Fall |
| | | A76302 | *Industry Project (I) | 4 | | Year 3, Fall |
| | | A76303 | *Industry Internship (II) | 5 | | Year 3, Spring |
| | | A76304 | *Industry Project (II) | 4 | | Year 3, Spring |
| Inter-college/depart- mental Programs | Film/TV & Entertainment Management Program | The program is offered jointly by Department of Entertainment Management, and Department of Film & TV. | | | Regulations and information related to inter-college/depart-mental programs can be inquired at the Department or checked via the website of the Curriculum Section. | |
| | International Management Program | The program is offered jointly by Department of Entertainment Management, Department of Mass Communications, and Department of Leisure Management. | | | Regulations and information related to inter-college/depart-mental programs can be inquired at the Department or checked via the website of the Curriculum Section. | |

Note: Departments may adjust the number of courses offered to students based on students' feedback and actual needs.

I-SHOU UNIVERSITY

Department of Entertainment Management

4-Year Curriculum for Students Admitted in Academic Year 2016

* Credits Required for Graduation : 128

1. GE Required Credits: 15
2. GE Elective Credits (Liberal Arts Education): 12
 - (1) Extra course(s) over the "Select 1 out of the 3" can be recognized as GE Elective(s).
 - (2) 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: 12
6. Departmental Required Credits: 47 including Academic & Practical Courses: 33, Academic Courses: 12, Practical Courses: 1, Capstone Courses: 1.
7. Department Elective Credits: 42 (Students may take academic courses, practical courses or elective courses to fulfill the requirement of department elective credits)
 - (1) Academic Courses: 15 credits: Take 15 credits out of 78 credits.
 - (2) Practical Courses: 15 credits: Take 15 credits out of 108 credits.
 - (Maximum 15 credits can be recognized from inter-college programs or professional elective courses from other IC departments)

Remark:

1. Students must satisfy the minimum English proficiency level which as stipulated by the EM 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 (2017)

| Category | Course Code | Course Title | Fall | Spring | Required/ Elective | Remark |
|--|-------------|--|------|--------|-----------------------|-------------|
| GE | A76793 | Chinese Literature | 3 | | Required | Core Course |
| | A76111 | English Reading | 3 | | Required | Core Course |
| | A76112 | Information Systems for Business Management | 3 | | Required | Core Course |
| | A76173 | English Writing and Composition | | 3 | Required | Core Course |
| | A93A17 | Service Education (I) | 0 | | Required | |
| | A93A18 | Service Education (II) | | 0 | Required | |
| | TBD | Literacy and Humanity (Select 1 out of the 3) | | 3 | Required | Core Course |
| College-required Courses | A85805 | Economics (I) | 3 | | Required | |
| | A85804 | Accounting (I) | 3 | | Required | |
| | A85803 | Statistics (I) | | 3 | Required | |
| College Basic Core Course | A85E01 | Management and Managerial Practice | | 3 | Required | |
| Departmental Required Courses | A76117 | Introduction to Tourism and Hospitality | 3 | | Required | A & P |
| | A76115 | Introduction to Entertainment Business | 3 | | Required | Academic |
| | A76131 | Presentation and Communication Skills | | 3 | Required | A & P |
| Elective Courses | A76251 | Entertainment Business Operation Management | 3 | | Elective | Practical |
| | A76506 | Study Skills | 3 | | Elective | Practical |
| Total Required Credits for Academic Year | | | 36 | | | |

Sophomore Year (2018)

| Category | Course Code | Course Title | Fall | Spring | Required/ Elective | Remark |
|---|---------------|----------------------------------|-----------|----------|-----------------------|------------------|
| GE | A93A15 | Physical Education (I) | 0 | | Required | |
| | A93A16 | Physical Education (II) | | 0 | Required | |
| College-required Courses | A76263 | Human Resource Management | 3 | | Required | A & P |
| | A76277 | Creative Thinking and Innovation | 3 | | Required | A & P |
| | A76281 | Academic English (I) | 3 | | Required | A & P |
| | A76501 | Script Writing | 3 | | Required | A & P |
| | A76282 | Academic English (II) | | 3 | Required | A & P |
| | A76502 | Film Production Managment | | 3 | Required | A & P |
| | A76225 | Project Management | | 3 | Required | A & P |
| | A76452 | Marketing | | 3 | Required | A & P |
| | A76264 | Consumer Behavior | | 3 | Required | A & P |
| Elective Courses | A76254 | Gaming Management | 3 | | Elective | Practical |
| | A76256 | Sport Event Management | 3 | | Elective | Academic |
| | A76253 | Event and Venue Management | 3 | | Elective | Practical |
| | A76241 | Sociology | 3 | | Elective | Academic |
| | A76415 | Strategic Management | 3 | | Elective | A & P |
| | A76270 | Gaming Service Skills (I) | 3 | | Elective | Practical |
| | A76234 | Computer Application | 3 | | Elective | Practical |
| | A76505 | Service Management | 3 | | Elective | A & P |
| Total Required Credits for Academic Year | | | 27 | | | |

Junior Year (2019)

| Category | Course Code | Course Title | Fall | Spring | Require /Elective | Remark |
|---|---------------|--------------------------------------|----------|--------|-------------------|------------------|
| Electives | A76301 | * Industry Internship (I) | 5 | | Elective | off-campus |
| | A76302 | * Industry Project (I) | 4 | | Elective | off-campus |
| | A76303 | * Industry Internship (II) | | 5 | Elective | off-campus |
| | A76304 | * Industry Project (II) | | 4 | Elective | off-campus |
| | A76507 | 3D Computer Animation | 3 | | Elective | A & P |
| | A76508 | Sequential Arts | 3 | | Elective | A & P |
| | A76322 | Destination Marketing | 3 | | Elective | A & P |
| | A76350 | Sustainable Tourism | 3 | | Elective | A & P |
| | A76326 | Electronic Commerce | 3 | | Elective | Practical |
| | A76320 | Probability of Gaming | 3 | | Elective | Academic |
| | A76340 | Entertainment Consumption | 3 | | Elective | Academic |
| | A76331 | Introduction to Food and Beverage | 3 | | Elective | Practical |
| | A76351 | Dispute Management | 3 | | Elective | A & P |
| | A76329 | Multimedia Application | 3 | | Elective | A & P |
| | A76336 | Pop Music Marketing Strategy | 3 | | Elective | A & P |
| | A76337 | Theatre Business Management | 3 | | Elective | Practical |
| | A76344 | Club Management Operation | 3 | | Elective | Practical |
| | A76346 | Asian Popular Culture | 3 | | Elective | Academic |
| | A76250 | Psychology of Gaming | 3 | | Elective | Academic |
| | A76347 | Introduction to Aesthetics | 3 | | Elective | Academic |
| | A76348 | Casino Operation Management | 3 | | Elective | Practical |
| | A76460 | Security and Surveillance Management | 3 | | Elective | Practical |
| | A76271 | Gaming Service Skills (II) | 3 | | Elective | Practical |
| | A76272 | Economics (II) | 3 | | Elective | Academic |
| | A76273 | Accounting (II) | 3 | | Elective | Academic |
| | A76274 | Negotiation | 3 | | Elective | A & P |
| | A76276 | Statistics (II) | 3 | | Elective | Academic |
| | A76230 | International Tourism | 3 | | Elective | A & P |
| | A76352 | Mass Media | 3 | | Elective | A & P |
| Total Required Credits for Academic Year | | | 0 | | | |

Senior Year (2020)

| Category | Course Code | Course Title | Fall | Spring | Require /Elective | Remark |
|---|---------------|---|-----------|--------|-------------------|-----------------------------|
| Departmental Required Courses | A76450 | Professional Ethics and Social Responsibility | 3 | | Required | Academic |
| | A76227 | Research Method | 3 | | Required | Academic |
| | A76451 | Entertainment Regulation and Policy | | 3 | Required | Academic |
| | A76430 | Special Topic (I) | 1 | | Required | Practical |
| | A76440 | Special Topic (II) | | 1 | Required | Capstone Course |
| | A76000 | English Proficiency | 0 | | Required | Graduation Threshold |
| | A76345 | International Studies | 0 | | Required | Graduation Threshold |
| Electives | A76211 | Lodging Management | 3 | | Elective | A & P |
| | A76453 | Festival Management | 3 | | Elective | Practical |
| | A76461 | Event Practicum | 3 | | Elective | Practical |
| | A76432 | Industrial Relationships | 3 | | Elective | A & P |
| | A76470 | Media and Public Relations | 3 | | Elective | Academic |
| | A76456 | International Etiquette | 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 |
| | A76469 | Employment and Development Trend | 3 | | Elective | Practical |
| | A76471 | Contemporary Issue in Entertainment | 3 | | Elective | Practical |
| Total Required Credits for Academic Year | | | 11 | | | |

(Department's Stamp)