

# Department of Entertainment Management Curriculum Map

Applied to 2017 AY Cohort

## Educational Objective:

To Develop the Entertainment Management and Events Planning Professionals with Global Perspective

GE Core Courses 15 Credits

International College

Core Course 12 Credit

GE Elective Courses 12 Credits

EM Core Courses

47 Credits

International Studies

0 Credit

EM Elective Courses

(Include / Internship Program)

27 Credits

EM Concentration Area

Entertainment Business Management (A)

EM Concentration Area

Mega Events Planning (B)

Students may select a minimum of 15 credits for EM concentration.

## Year 1/ Fall

## Year 1/ Spring

## Year 2/ Fall

## Year 2/ Spring

## Year 3/ Fall

## Year 3/ Spring

## Year 4/ Fall

## Year 4/ Spring

## Career Plan

IC GE Electives

Service Education (I)

Service Education (II)

English Reading

English Writing

Chinese Literature

Modern Cultures & History

Information Systems  
for Business  
Management

Management

Economics

Statistics I

Accounting I

Study Skills

Introduction to  
Entertainment Business

Presentation and  
Communication Skills

Introduction to H&T

IC GE Electives

Physical Education (I)

Physical Education (I)

Academic English (I)

Academic English (II)

Creative Thinking and  
Innovation

Marketing

Human Resource  
Management

Project Management

Service Management

Consumer Behavior

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

Event Management  
Strategic Management 、Sociology 、Sport Event  
Management 、Event and Venue Management

Other Electives  
Sport Tourism 、Gaming Service Skills (I) 、  
Computer Application

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”.

Other Electives

Destination Marketing 、Sustainable Tourism 、  
Electronic Commerce 、Probability of Gaming 、  
Entertainment Consumption 、Introduction to  
Food and Beverage 、Dispute Operation 、Casino  
Marketing 、Multimedia Application 、Pop Music  
Marketing Strategic 、Theatre Business  
Management 、Club Management Operation. 、  
Asian Popular Culture 、Psychology of Gaming 、  
Introduction to Aesthetics 、Casino Operation  
Management 、Theatre Technology  
Management 、Security and Surveillance  
Management 、Gaming Service Skills (II) 、  
Economics (II) 、Accounting (II) 、Negotiation 、  
Introduction to Mass Media 、Statistics (II) 、  
International Tourism

\* Industry Internship I 、Industry Internship II 、  
Industry Project I 、Industry Project II

Professional Ethics  
and Social  
Responsibility

Research Methods

Special Topic (I)

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

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

Other Electives  
Risk Management 、Entertainment and Event  
Marketing 、Employment and Development  
Trend 、Contemporary Issue in Entertainment

Entertainment  
Regulation and  
Policy

Special Topic (II)

Events Planner 、Staff in Public  
Relations 、Events Manager 、Events  
Operation Staff 、Stage  
Technician 、Project Manager 、  
Exhibition Manager 、Superstar  
Agent Croupier

Manager in Entertainment  
Industry 、Supervisor in  
Entertainment Management 、  
Dealer 、Manager in Gaming  
Industry 、Staff of Competition  
Operation Management 、Staff  
of Marketing 、Trainer in the  
Entertainment Industry 、Front  
Counter Staff 、Public Relations

→ Prerequisite

→ Suggested