

I-SHOU UNIVERSITY

EMI Micro-credit Program in Intelligent Management and Marketing

Adopted on December 20, 2021, at the second meeting of the university-level Curriculum Committee in the first semester of the academic year 2021

Adopted on December 7, 2022, at the first meeting of the university-level Curriculum Committee in the first semester of the academic year 2022

Adopted on December 6, 2023, at the second meeting of the university-level Curriculum Committee in the first semester of the academic year 2023

Adopted on December 9, 2024, at the second meeting of the university-level Curriculum Committee in the first semester of the academic year 2024

Adopted on June 2, 2025, at the first meeting of the university-level Curriculum Committee in the second semester of the academic year 2024

Adopted on December 15, 2025, at the first meeting of the university-level Curriculum Committee in the first semester of the academic year 2025

Adopted on July 23, 2026, at the second meeting of the university-level Curriculum Committee in the second semester of the academic year 2025

I. Objectives:

This program aims to meet the development needs of the digital economy and modern industries by cultivating advanced management professionals equipped with knowledge of artificial intelligence technologies and their development.

II. Development Focus and Distinctive Features:

1. Cultivating students' knowledge and skills in artificial intelligence; and
2. Developing digital professionals with multidisciplinary management capabilities.

III. Target Students:

All undergraduate students are eligible to apply, except those in their graduation extension period.

IV. Curriculum Structure:

1. The total number of credits required for completion of this program is 9, including at

least one cornerstone course. Of the credits earned in this program, at least 4 credits shall be from courses offered outside the student's home department or program, and such credits may be counted toward graduation credits. For credits earned from courses not designated by the student's home department or program, whether such credits may be counted toward graduation requirements shall be determined by the student's home department or program.

2. Students taking courses in this program shall remain subject to the minimum and maximum credit limits per semester as stipulated in the Regulations for Course Registration at I-Shou University. Credits and scores earned from courses in this program shall be included in the calculation of the student's total credits and semester grades for that semester.
3. Students who have met the graduation requirements of their home department or program but have not yet completed the required courses of this program may not apply for an extension of their study period.
4. Students who intend to withdraw from this program shall apply to the Committee of EMI Micro-credit Program in Intelligent Management and Marketing (hereinafter referred to as "the Committee") for cancellation. Students who fail to earn the required credits shall not be granted a program certificate or any equivalent recognition.

V. Program Start Date: Academic Year 2021

VI. Application Date: Applications shall be submitted in accordance with the dates specified in the academic calendar.

VII. Application Method: Students shall apply online through the Information System.

VIII. Program Certificate:

Students who have completed the required courses with passing scores shall, upon review and approval by the Committee, be awarded a certificate specifying the courses completed in this program.

IX. Organizing Unit:

The Committee shall meet at least once per semester to plan, discuss, and address program-related matters. The Committee shall comprise the chairs of the participating programs, including the Program in International Business Administration, the Program in Finance and Business Analytics, the Program in Intelligent Tourism and Hospitality Management, and the Program in International Media and Entertainment Management. The Chair of the Program in International Business Administration shall serve as the convener.



List of Courses for EMI Micro-credit Program in Intelligent Management and Marketing

Course Type	Offered by	Course Title	Credits	Required/Elective	Note
Cornerstone	International College	Management and Managerial Practice	3	Required	9 Credits
Keystone	Program in International Business Administration	AI and Operation Management	3	Required	
	Program in International Business Administration	Industry and Career Insights	1	Required	
	Program in Finance and Business Analytics	Financial Technology	3	Required	
	Program in Intelligent Tourism and Hospitality Management	Tourism Technology Strategies	3	Required	
	Program in International Media and Entertainment Management	Creative Thinking and Innovation	3	Required	
Practicum	Program in International Business Administration	Integrational Marking	3	Optional	
	Program in Finance and Business Analytics	Cloud Programming	3	Optional	
	Program in Finance and Business Analytics	Risk and Insurance	3	Optional	
	Program in Intelligent Tourism and Hospitality Management	Applying Generative AI to Event Planning and Marketing	3	Optional	

	Program in Intelligent Tourism and Hospitality Management	AI Innovation and Applications in Tourism and Hospitality	3	Optional	
	Program in Intelligent Tourism and Hospitality Management	The Development of Coffee Industry and Its Technology Application	3	Optional	
	Program in International Media and Entertainment Management	Project Management	3	Required	
	Program in International Media and Entertainment Management	Conference and Exhibition Management	3	Optional	

- ※ The program is organized by the Program in International Business Administration.
- ※ The total number of credits required for completion of this program is 9, including at least one cornerstone course. Of the credits earned in this program, at least 4 credits shall be from courses offered outside the applicant's home department or program (college-required core courses are deemed courses of the applicant's home department or program).
- ※ The semesters in which courses are actually offered shall be subject to the information shown in the Information System.
- ※ In the event of any changes to the courses, the Committee shall determine the recognition of the corresponding credits.



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Application Form for Score Review and Certificate Issuance

Application Date:

Student No.:		Name:		Mobile:	
Home Dept. (Program) & Grade Level:			Email:		
Applicants should complete the table below and attach the original transcript for review.					
Course Type	Course Title	Offered by	Credits	Score	
Cornerstone					
Keystone					
Practicum					
Review Criteria: The total number of credits required for completion of this program is 9, including at least one cornerstone course. Of the credits earned in this program, at least 4 credits shall be from courses offered outside the applicant's home department or program (college-required core courses are deemed courses of the applicant's home department or program).			Total Credits Earned		(completed by the reviewer)

Signature of the Reviewer:	Date of Review:
Signature of the Chairperson of the Committee of EMI Micro-credit Program in Intelligent Management and Marketing:	Date of Review:

Notes:

1. Application Deadline: Within three days after final scores are announced online.
2. This application form should be submitted to the Program in International Business Administration for review. Upon approval, the program certificate will be issued.

