

I-Shou University "Cross-Cultural Global Perspective" Interdisciplinary Micro-Program

Adopted on June 6, 2018, at the second meeting of the University Curriculum Planning Committee in the second semester of the academic year 2017.

Revised and adopted on December 5, 2018, at the first meeting of the University Curriculum Planning Committee in the first semester of the academic year 2018.

Adopted on December 20, 2021, at the second meeting of the University Curriculum Planning Committee in the first semester of the academic year 2021.

Adopted on December 7, 2022, at the first meeting of the University Curriculum Planning Committee in the first semester of the academic year 2022.

Adopted on December 6, 2023, at the second meeting of the University Curriculum Planning Committee in the first semester of the academic year 2023.

Adopted on June 2, 2025, at the first meeting of the University Curriculum Planning Committee in the second semester of the academic year 2024.

Adopted on December 15, 2025, at the first meeting of the University Curriculum Planning Committee in the first semester of the academic year 2025.

I. Purpose of the Program

The purpose of this program is to cultivate students' cross-cultural integration abilities, respond to emerging industry needs, foster interdisciplinary talent, and equip students with the new knowledge required for cross-cultural communication in future workplaces.

II. Development Focus and Features

(1) The development focus is to enhance students' interest in and ability to learn interdisciplinary specialized courses with distinctive features.

(2) Features of this program:

- a. Students from all colleges, regardless of their professional background, may enroll in this program to broaden their professional scope, demonstrating the interdisciplinary nature of the program.
- b. According to their interests or the professional certificates needed for future employment, students may select 9 credits, allowing them to balance professional requirements and personal aspirations.
- c. This program is designed across colleges and can help students effectively acquire business knowledge and obtain professional certifications relevant to employment.

III. Eligible Applicants

All undergraduate students of this university from the first year and above may apply. Students with extended years of study are not eligible to apply.

IV. Curriculum Structure

- (1) The total number of credits required for completion of this program is 9 credits. Students must complete at least one basic course. Of the courses taken for this program, at least 4 credits must come from courses outside the student's original program (college-required courses of the original college are regarded as courses of the original program). These credits may be counted toward graduation credits. If a course does not belong to the student's original program curriculum, whether its credits may count toward graduation shall be determined by the student's department or program.
- (2) While taking this program, students remain subject to the university's course selection regulations regarding the minimum and maximum number of credits allowed per semester. The grades obtained in the program courses shall be included in the calculation of semester credits and semester academic performance.
- (3) Students who have already met the graduation requirements of their original program but have not completed the required courses of this program may not apply for an extension of the study period.

(4) Students intending to discontinue the program must apply to the Program Committee for withdrawal and cancellation of program status. Students who fail to complete the required credits of the program may not apply for any certificate related to the program.

V. Program Start Date

Academic Year 2018.

VI. Application Period

Applications to study this program shall be submitted according to the dates specified in the university academic calendar.

VII. Application Procedure

Students must complete the application and registration online through the university's Application Information System.

VIII. Program Certificate

Students who complete the required courses and pass all subjects shall, upon review and confirmation by the Program Committee, be awarded a certificate. The certificate shall list the courses completed.

IX. Organizing Unit

This Program Committee shall convene at least once each semester to jointly plan, discuss, and resolve matters related to the program. Committee members shall be jointly composed of the directors of participating programs (International Program in Media and Entertainment Management, International Bachelor's Program in Business Administration, International Bachelor's Program in Finance and Business Analytics, and International Bachelor's Program in Intelligent Tourism and Hospitality Management). The Director of the International Program in Media and Entertainment Management shall serve as the convener.



「跨文化全球視野」跨領域微學程課程表
Cross-cultural Global Perspective Interdisciplinary Program

課程類型	開課系所	課程名稱	學分數	必/選	備註
基礎課程 Basic Course	國際學院 IC	管理學與管理實務 Management	3	必/R	9 學分 9 Credits
核心課程 Main Course	傳娛學程 IMEM	創意思考與創新 Creative Thinking and Innovation	3	必/R	
	傳娛學程 IMEM	專案管理 Project Management	3	必/E	
	傳娛學程 IMEM	靜態攝影實務 Digital Photography Practice	3	必/R	
	國企學程 IBA	行銷研究 International Marketing	3	選/E	
	財析學程 FBA	國際貿易理論與實務 Theory and Practice of International Trade	3	選/E	
	觀餐學程 ITHM	觀光科技策略 Human Relations in Tourism and Hospitality Management	3	必/R	
應用課程 Practical Course	傳娛學程 IMEM	消費者行為 Consumer Behavior	3	選/E	
	傳娛學程 IMEM	美學概論 Introduction to Aesthetics	3	選/E	
	傳娛學程 IMEM	婚禮規劃與執行 Wedding Planning and Practices	3	選/E	
	國企學程 IBA	跨文化管理 Cross-Cultural Marketing	3	選/E	
	國企學程 IBA	電子商務與網路行銷 E-Commerce and Internet Marketing	3	選/E	
	財析學程 FBA	國際商務概論 Introduction to International Business	3	選/E	
	財析學程 FBA	國際金融與貿易 International Finance and Trade	3	選/E	
	財析學程 FBA	雲端程式設計 Cloud Programming	3	選/E	
	觀餐學程 ITHM	主題樂園管理 Tourism Perspectives on Cultural Geography	3	選/E	
觀餐學程 ITHM	世界飲食文化 World Food and Beverage Culture	3	選/E		

※ 本學程主辦單位為傳娛學程。

※ 本學程結業總學分數共計 9 學分，其中至少包含基礎課程一門，且修習之學程課程至少應有 4 學分為非原學程課程(原學院的院必修課程視為原學程課程)。

※ 實際開課學期依應用資訊系統為主。

※ 課程若有調整時，由學程委員會決定學分之認列。

The credit requirement of this program is 9 credits, including at least 3 credits of basic course, 3 credits of main course, and 3 credits of practical course. At least 6 credits should take from other three programs. (College course "Statistics" recognizes as original program course). For the details of the Micro-credits, please contact IMEM secretary.



**I-Shou University "Cross-Cultural Global Perspective"
Interdisciplinary Micro-Program
Course Completion Review Form (For Program Certificate
Application)**

Application Date: / /

Student ID:	Name:	Contact Number:		
Original Department / Program/ Year:			E-mail :	
Applicants must fill in their course grades below and attach an original copy of their official transcript for review.				
Course Category	Course Title	Offering Unit	Credits	Grade
Basic Course				
Main Course				
Practical Course				
Review Standard: The total number of credits required for completion of this program is at least 9 credits, including at least one basic course. Of the courses taken for this program, at least 4 credits must come from courses outside the student's original program (college-required courses of the original college are regarded as courses of the original program).			Credits Earned:	<hr style="width: 100%;"/> (to be filled in by reviewer)
Reviewer Signature:			Review Date: _____ / _____ / _____	
Chair of the Program Committee Signature:			Review Date: _____ / _____ / _____	

Notes:

1. Deadline: Within three days after the online grade announcement.
2. Submit this application form to the International Program in Media and Entertainment Management for review. After approval, the program certificate will be issued by the International Program in Media and Entertainment Management.

