

2019 EMAA Program Curriculum

Course Group	Course Title	Required/Elective	F/H Yr.	Credits	Total Hours	Graduation credits	Grade 1 Fall Semester	Grade 1 Spring Semester	Grade 2 Fall Semester	Grade 2 Spring Semester	Others
Common	Introduction to Research Methods	E	H	3.0	3.0	Y	√				
	Master Thesis(I) ~ (II)	R	F	6.0	6.0	Y			√	√	
Law	Intellectual Property Rights and Innovation Management	R	H	3.0	3.0	Y	√				
	Contracts and Negotiation	E	H	3.0	3.0	Y		√			
	*Business and Commercial Law	E	H	3.0	3.0	Y			√		*E
	Seminars on Cultural Policy	E	H	3.0	3.0	Y			√		
Technology	* Tech Arts and Spatialization	E	H	3.0	3.0	Y		√			*E
	*Contemporary Technology Arts	E	H	3.0	3.0	Y		√			*E
	*Introduction to Data Science	E	H	3.0	3.0	Y		√			*E
	Digital Marketing Tools	E	H	3.0	3.0	Y			√		
	Data and Applied Statistics	E	H	3.0	3.0	Y			√		
	*Big Data Analysis and Interpretation	E	H	3.0	3.0	Y				√	*E
Management	Practices of Arts Management and Cultural Industry(I)	R	F	3.0	3.0	Y	√				
	*Environmental Analysis of the Arts	E	H	3.0	3.0	Y	√				*E
	Arts Administration	E	H	3.0	3.0	Y	√				
	*Entrepreneurship and Leadership	E	H	3.0	3.0	Y		√			*E
	*The Management of Arts Organization	E	H	3.0	3.0	Y		√			*E
	*Practices of Arts Management and Cultural Industry (II)	E	H	3.0	3.0	Y		√			*E
	Design Thinking and Innovation Management	E	H	3.0	3.0	Y		√			
	*Financial Analysis and Management	E	H	3.0	3.0	Y			√		*E

Human Resources Performance Management	E	H	3.0	3.0	Y			√		
Marketing on Integration and Interdisciplinary	E	H	3.0	3.0	Y			√		
Space planning for Art Exhibition and Performing Arts	E	H	3.0	3.0	Y			√		
*Event Marketing and Fundraising	E	H	3.0	3.0	Y				√	*E
Cultural Consumption and Cognitive Psychology	E	H	3.0	3.0	Y				√	
Media and Communication	E	H	3.0	3.0	Y				√	
Arts Investment and Decision-Making Studies	E	H	3.0	3.0	Y				√	
Art Agency and Auction Market	E	H	3.0	3.0	Y				√	

- Remarks :
- 1 EMAA graduate students must complete a minimum of 36 credits which consists of 12 required credits (including 6 credits from master's thesis) and 24 elective credits.
 2. Students must receive at least 9 elective credits from the asterisked courses.