



觀光管理系 碩士班 108 學年度入學課程結構規劃表

			一年級						二年級					
			第一學期			第二學期			第一學期			第二學期		
			課程名稱	學分數	時數	課程名稱	學分數	時數	課程名稱	學分數	時數	課程名稱	學分數	時數
專業課程	必修	應修學分數 14 學分	專題研討(一)	1	2	專題研討(二)	1	2				論文	6	6
			研究方法	3	3	資料分析	3	3						
	選修	應修學分數 24 學分	特別節慶活動管理研討	3	3	觀光暨餐旅產業現代議題研討	3	3	觀光暨餐旅資訊系統	3	3	觀光與特殊群體	3	3
			全球觀光發展趨勢研討	3	3	觀光暨餐旅產業財務管理研究	3	3	觀光暨餐旅行銷問題研討	3	3	餐旅業創投規劃	3	3
			觀光暨餐旅產業電子商務	3	3	遊憩活動企劃與管理	3	3	觀光暨餐旅產業策略管理	3	3	餐旅管理個案研討	3	3
			觀光發展與地方創生	3	3	海洋觀光暨水域遊憩開發與管理	3	3	餐旅法規研討	3	3	質化研究應用	3	3
			餐旅業組織行為	3	3	觀光暨餐旅業全面品質管理	3	3	觀光與文化研究	3	3	餐旅業營收管理	3	3
			餐旅業多元文化人力資源管理	3	3	觀光暨餐旅消費者行為研究	3	3	觀光暨餐旅政策與策略議題研討	3	3			
			量化研究方法	3	3	統計分析與應用	3	3	觀光規劃研究	3	3			
			餐旅數位運用研討	3	3	全球會議與展覽管理	3	3	觀光暨餐旅產業策略管理	3	3			
			質化研究方法	3	3	餐飲管理研究	3	3						
			教學實習微學分	1	1	美食觀光研究	3	3						
			觀光餐旅品牌行銷	3	3	餐旅連鎖管理研究	3	3						
			觀光餐飲業作業管理	3	3	全球觀光餐旅發展實務研討	3	3						
			觀光餐旅創新與創業課題研究	3	3									

備註：

- 一、畢業總學分數為 38 學分。
- 二、必修 14 學分，選修 24 學分。
- 三、學生修讀所屬學院之「學院共同課程」應認列為本系專業課程學分；修讀所屬學院之「學院跨領域課程」或其他學院開課之課程，則認列為外系課程學分。
- 四、學院或系所開設之教學實習微學分課程列為畢業學分。
- 五、系所訂定條件（學程、檢定、證照、承認外系學分及其他）：
 - (一)本課程結構規劃表適用 108 學年度入學新生。
 - (二)大學非觀光、餐飲、休閒遊憩等相關科系者，須補修大學部觀光導論(必選)，及旅館管理概論、旅行社管理概論、餐飲管理概論中

至少 1 科，共 2 科。

(三)非本系開設之專業選修課程至多可承認 6 學分。



2019 Curricula for the Day School (4-year College Program) in Department of Tourism Management

Passed at Department Curriculum Committee Meeting on Mar. 28, 2019

Passed at Department Affairs Meeting on Mar. 28, 2019

Year	1 st academic year (Y1)		2 nd academic year (Y2)		3 rd academic year (Y3)		4 th academic year (Y4)	
Semester	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
University required courses (29/51)	Chinese (1) 2/2 Practical English 2/2 Core Curriculum (1) 2/2 Physical Education (1) 0/2 Service Learning (1) 0/2.5 Introduction To University Studies 0/1	Chinese (2) 2/2 Advanced Practical English 2/2 Core Curriculum (2) 2/2 Physical Education (2) 0/2 Service Learning (2) 0/2.5	Chinese Practical Writings 2/2 Core Curriculum (3) 2/2 Physical Education (3) 0/2 English listening and speaking training (1) 1/2	Core Curriculum (4) 2/2 Core Curriculum (5)-law & Civic Consciousness 2/2 Physical Education (4) 0/2 English Listening and Speaking Training (2) 1/2 Professional Ethics 1/1	An Extendable General Knowledge Coursen 2/2 Physical Education (5) 0/2	English Competence Training 0/2	An Extendable General Knowledge Coursen 2/2	An Extendable General Knowledge Coursen 2/2 Physical Education (6) 0/2
Total	6/11.5	6/10.5	5/8	6/9	2/6			
College required courses (12/12)	Economics (1) 3/3 Statistics (1) 3/3		Accounting (1) 3/3 Management 3/3					
Total	6/6		6/6					
Department required professional courses (55/55)	Introduction To Tourism 2/2 Basic Japanese Conversation (1) 2/4 Introduction To Hotel Management 2/2	Advanced Japanese Conversation (2) 2/4 Introduction To Travel Agency Management 2/2 Introduction To Food and Beverage Management 2/2 Economics (2) 3/3 Statistics (2) 3/3	Advanced Japanese Conversation (1) 2/4 Introduction To Leisure and Recreation 2/2	Data Collection and Application 2/2 Organizational Behavior and Interpersonal Relationships For Hospitality Industry 2/2 Advanced Japanese Conversation (2) 2/4 Accounting (2) 3/3	Tourism Administration and Laws 2/2 Tourism Japanese (1) 2/2 Tourism Marketing 2/2	Off-Campus Practicum 10	Tourism and Hospitality Consumer's Behavior 2/2 Tourism Japanese (2) 2/2	Case Study of Tourism and Hospitality 2/2 Practice Project 2/4
Total	6/8	12/14	4/6	9/11	6/6	10/1200	4/4	4/6

Department elective professional courses (36/36)	T rses	English For Tourism(1) 2/2 Nutrriology 2/2 Tea and Non-alcoholic Beverage 2/2	Tourism English (2) 2/2 Office Practice and Management 2/2 Introduction To Alcoholic Beverages 2/2 Safety and Sanitation For Food and Beverage Operations 2/2 Introduction To Coffee 2/2 International Etiquette 2/2	Tourism and MICE English 2/2 Food and Beverage Services 2/2 Housekeeping Practice and Management 2/2 Chinese Culinary Arts 3/4 Bar Practice of Liquor Mixing 2/2 Espresso Coffee of Theory and Practice 2/2 Purchasing and Receiving 2/2 Tourism and Hospitality M-Commence 2/2	Advanced English Tourism Conversation 2/2 Management Hospitality Human Resources 2/2 Western Culinary Arts 3/4 Practice of Coffee Shop Operations 3/4 Light Meal and Dessert 3/4 Presentation Skill 2/2	Consumer's Psychology 2/2 Hospitality Cost Analysis and Operation 2/2 Baking 3/4 Quality Management in Hospitality 2/2 Club Management 2/2		Restaurant Planning 2/2 Entrepreneurship in Hospitality 2/2 Computer in Hospitality Application 2/2 Revenue Management 2/2 Chain Store Service Management 2/2 Accounting in Hospitality Industry 2/2 Teppanyaki Practice 3/4 Design of Tourism and Hospitality 2/2	Customer Relationship Management 2/2 Internet Marketing 2/2 Banquet Management 2/2 Franchise Management 2/2 Marketing and Sales 2/2
	Tavelur ses	English For Tourism(1) 2/2 Tourism Geographics 2/2	Tourism English (2) 2/2 Practice of Interpretation 2/2 Practicum of Tour Manager and Tour Guide 2/2	Practices of Tour Operations 2/2 Tourism and MICE English 2/2 Practice of Tour Leading and Guiding 2/2 Tourism and Hospitality M-Commence 2/2 Practicum in Leisure Industry 2/2	Passenger Transportation and Ticketing 2/2 Advanced English Tourism Conversation 2/2 Tourism Resources Management 2/2 Presentation Skill 2/2	Consumer's Psychology 2/2 Presentation Skill 2/2 Airlines Reservation System 2/2 Interpretation in English 2/2 Quality Management in Hospitality 2/2 Tourism Planning 2/2		Marine Tourism 2/2 Case Analysis in Travel Dispute 2/2 Financial Analysis in Tourism Industry 2/2 Festival Special Events and Tourism 2/2 Community Tourism 2/2 Tourism Course Design 2/2 Design of Tourism and Hospitality 2/2 Tourism for Seniors 2/2	Introduction To Ecotourism 2/2 E-Commerce in Hospitality Industry 2/2 Convention and Exhibition Planning 2/2 Introduction To Starting and Operating A Travel Agency 2/2 Internet Marketing 2/2
	Others			Basic French 2/2	Elementary French 2/2	Advanced French Conversation 2/2 Research Method 2/2			

I. Remarks:

1. This curriculum is effective as of the Academic Year 2017
2. Credit hours of each course (or total) are marked with "credit/hour."
3. Courses of inter-disciplinary programs offered by other departments shall be regarded as elective professional courses of the department.
4. Military Education has become elective courses since the Academic Year 2011. The credits are not counted toward graduation requirements. The courses shall be offered based on practical needs.
5. The course of English Training shall be handled in accordance with the regulations governing undergraduate students' exemption of English training courses of the University.
6. Elective courses: the courses will be offered based on practical needs.
7. For other instruction on course selection, students must follow "Course Selection Guidelines" of the University.

II. Requirement for graduation:

1. The minimal number of credit for graduation is 132: (1) 29 credits of University required courses (including General Education Core and Extension courses) (2) 12 credits of College required courses (3) 55 credits of department required professional courses (4) at least 36 credits of department elective professional courses (A maximum of 6 credits from elective professional courses offered by other departments will be recognized.)
2. Students are required to complete the courses of at least one program at the University. (Students may also fulfill the requirements by completing the courses of a module or a track and obtaining a certificate at the department.)
3. Students admitted since Academic Year 2013 are required to complete at least one (distance learning or e-learning) course in order to graduate.
4. General Education Core I to V do not have to be taken in sequence. Two to three courses are offered for each core. Students may take a course in each category and acquire 10 credits in total. Courses offered are as follows :
General Education Core I : Reading of Humanistic Masterpieces; Introduction to Artistic Creativity
General Education Core II : Sociology and Contemporary Society; Management and Knowledge Economics
General Education Core III: The Laureates of Nobel Prizes; Modern Issues of Technology
General Education Core IV: Taiwan Society and Culture; History of Modern Western Civilization; Introduction to Philosophy
General Education Core V: Democracy and Law; Modern Civil Consciousness
5. General Education Extensions are in three categories—society, humanities, and technology. Students must take three courses for 6 credits.
6. Physical Education is a required course in the first year. The credits are not counted toward graduation requirements. Students who fail in the course are not allowed to graduate.
7. As of the academic year 2013, students of Four-year Day Program need to obtain a certificate of English proficiency of TOEIC 400 or higher, or primary test of Intermediate level of GEPT 、TOEIC Speaking125 、N3 or other equivalents to graduate (Department may establish a requirement of English proficiency higher than afore-mentioned standards).
8. Off-campus Practicum is a University required course and shall be handled in accordance with "National Kaohsiung University of Applied Sciences Regulations Governing Students' Off-campus Practicum."

III. Other requirements set by the department:

1. Each student shall declare a professional specialty, either Hospitality or Travel and Tourism, and finish 24 required credit hours to be eligible to graduate. Among the 24 credit, sixteen core course credits (in bold) are required.
2. To demonstrate professional competency, all students shall fulfill the requirements of acquiring 25 Professional Competency Points (based on Point System Policy) or three Professional Certificates (based on the Professional Certificate Policy) to be eligible to graduate.
3. Overseas students who are admitted under the regulation of "Five-year Secondary School Education Diploma" are required to finish additional 12 credit professional courses. The minimum graduating credits for these students are 144 Credits.