

觀光管理系觀光與餐旅管理碩士班 109 學年度入學課程結構規劃表

| 課程類別              |              |                     | 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 |
| 學院共同課程<br>(由學院開課) | 選修           |                     | 國際企業經營環境微學分(一)1/1、國際企業經營環境微學分(二)1/1                        |     |    |                |     |    |                |     |    |          |     |    |
| 專業課程              | 必修           | 應修學分數<br>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  |                |     |    |          |     |    |
|                   | 商業智慧領域<br>選修 | 應修課程數 1/<br>應修學分數 3 | 觀光暨餐旅產業電子商務 3/3、觀光餐旅數位行銷實務研討 3/3、觀光暨餐旅資訊系統 3/3、餐旅業營收管理 3/3 |     |    |                |     |    |                |     |    |          |     |    |
|                   | 選修           | 應修學分數<br>21 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  |
|                   |              |                     | 觀光餐飲業作業管理  | 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  | 全球觀光餐旅發展實務研討   | 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  |                |     |    |          |     |    |
|                   |              |                     | 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  |                |     |    |          |     |    |
|                   |              |                     | 觀光餐旅創新與創業課題研究  | 3   | 3  | 海洋觀光暨水域遊憩開發與管理 | 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 109 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)商業智慧領域至少修習一門 3 學分，超過 3 學分列為本系選修學分。

(四)非本系開設之專業選修課程至多可承認 6 學分。

# 2020 Curricula for the Master's Program/Ph.D. Program/In-Service Master's Program in Department of Tourism Management

| Course Category                   |                  |                           | 1st academic year (Y1)  |                                      | 2nd academic year (Y2)  |                   |
|-----------------------------------|------------------|---------------------------|---|--------------------------------------|---|-------------------|
|                                   |                  |                           | Semester 1  | Semester 2                           | Semester 1  | Semester 2        |
| College Interdisciplinary Courses | Elective courses | Business Intelligence     | Business Analytics and Business Intelligence 3/3<br>Technical Foundations for Business Analytics 3/3  |                                      |   |                   |
| Departmental Professional Courses | Required courses | min. required: 14 credits | Seminar 1/1<br>Research Method 3/3<br>Professional Ethics 1/1   | Seminar (2) 1/2<br>Data Analysis 3/3 |   | Master Thesis 6/6 |
|                                   | Elective courses | min. required: 24 credits | Topics On Event Management 3/3<br>Seminar in Global Tourism Development Trends 3/3<br>E-Commerce in Tourism and Hospitality 3/3<br>Tourism Development and Community Capacity Building 3/3<br>Hospitality Organizational Behavior 3/3<br>Global Hospitality Human Resource Management 3/3<br>Quantitative Approaches 3/3<br>Seminar On Tourism and Hospitality IT 3/3<br>Qualitative Research Method 3/3<br>Contemporary Issues in Tourism and Hospitality Industries 3/3<br>Tourism and Hospitality Financial Management 3/3<br>Recreation Programming and Management 3/3<br>Total Quality Control in Tourism and Hospitality 3/3<br>Tourism and Hospitality Consumer Behavior 3/3<br>Statistic Analysis and Application 3/3<br>Seminar in Global Meetings and Exhibition Management 3/3<br>Study of Food and Beverage Management 3/3<br>The Study of Gastronomic Tourism 3/3<br>Franchise Management 3/3<br>Practicum Global Tourism and Hospitality Development 3/3<br>Topics in Smart Tourism 3/3<br>Social Media Marketing Strategies in Hospitality and Tourism 3/3 |                                      | Tourism and Hospitality Information System 3/3<br>Marketing Issues in Tourism and Hospitality 3/3<br>Tourism and Hospitality Industry Strategic Management 3/3<br>Hospitality Law Issues 3/3<br>Theme Hotel and Resort Management 3/3<br>Tourism and Hospitality Policy and Strategy Issues 3/3<br>Tourism Planning 3/3<br>Tourism with Special Populations 3/3<br>Hospitality Investment Planning and Management 3/3<br>Case Study in Hospitality Management 3/3<br>Applications Of Qualitative Research 3/3<br>Hospitality Revenue Management 3/3 |                   |

**Notes:**

1. Minimum credit required to graduate: \_\_\_\_38\_\_\_\_.
2. Required courses: \_\_\_\_14\_\_ credits; elective courses: \_\_\_\_24\_\_\_\_ credits. (If there are different teaching divisions, please list the required graduation credits for each teaching division under the "Departmental requirements" section.)
3. Credits earned by students from the common courses offered by their respective colleges shall be accepted as their affiliated department's professional courses. However, credits

earned from interdisciplinary courses offered either by their college or by other colleges will be accepted as credits earned from departments outside their own.

4. College requirements:

5. Departmental requirements : :

(1) This course structure planning table is applicable to freshmen admitted in the 2020 academic year.

(2) Applicants who majored in non-tourism, catering, leisure and recreation related subjects at the university must take the university's Introduction to Tourism (required), and at least one of the Introduction to Hotel Management, Introduction to Travel Agency Management, and Introduction to Catering Management, for a total of 2 subjects.

(3) A maximum of 6 credits can be recognized for professional elective courses not offered by this department.