



觀光管理系觀光與餐旅管理碩士班 110 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 (由學院開課)	選修	商業智慧領域	商業智慧與分析 Business Analytics and Business Intelligence 3/3 商業分析技術 Technical Foundations for Business Analytics3/3											
	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
專業課程	必修		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 全球觀光發展趨勢研討 3/3 觀光餐飲業作業管理 3/3 觀光發展與地方創生 3/3 餐旅業組織行為 3/3 餐旅業多元文化人力資源管理 3/3 量化研究方法 3/3 餐旅數位運用研討 3/3 質化研究方法 3/3 教學實習微學分 1/1 觀光餐旅品牌行銷 3/3 觀光餐旅創新與創業課題研究 3/3 觀光暨餐旅產業電子商務 3/3 智慧旅遊與觀光專題研討 3/3 觀光暨餐旅產業現代議題研討 3/3 觀光暨餐旅產業財務管理研究 3/3 遊憩活動企劃與管理 3/3 全球觀光餐旅發展實務研討 3/3 觀光暨餐旅業全面品質管理 3/3 觀光暨餐旅消費者行為研究 3/3 統計分析與應用 3/3 全球會議與展覽管理 3/3 餐飲管理研究 3/3 美食觀光研究 3/3 餐旅連鎖管理研究 3/3 海洋觀光暨水域遊憩開發與管理 3/3 觀光餐旅數位行銷實務研討 3/3 觀光社群媒體行銷策略研討 3/3						觀光暨餐旅資訊系統 3/3 觀光暨餐旅行銷問題研討 3/3 觀光暨餐旅產業策略管理 3/3 餐旅法規研討 3/3 觀光與文化研究 3/3 觀光暨餐旅政策與策略議題研討 3/3 觀光規劃研究 3/3 餐旅業營收管理 3/3 智慧觀光地管理專題研討 3/3 觀光與特殊群體 3/3 餐旅業創投規劃 3/3 餐旅管理個案研討 3/3 質化研究應用 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 110 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。

2021 Curricula for the Day School (4-year College Program) in Department of Tourism Management

Course Category				1 st Academic Year						2 nd Academic Year						3 rd Academic Year						4 th Academic Year							
				Semester 1			Semester 2			Semester 1			Semester 2			Semester 1			Semester 2			Semester 1			Semester 2				
				Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours		
University-wide Common Core Requirements				min. required: 12credits	Chinese Reading and Expression (I)			2	2	Chinese Reading and Expression (II)			2	2															
					Practical English (1)			2	2	Practical English (2)			2	2	Practical English (3)			2	2	Practical English (4)			2	2					
					Physical Education (1)			0	2	Physical Education (2)			0	2	Physical Education (3)			0	2	Physical Education (4)			0	2					
					Community Service (1)			0	1	Community Service (2)			0	1															
General Education Courses	University General Education Domains	Introduction to Basic Exploration	min. required: 2credits	University General Education /2/2 Exploration in Arts and Beauty 、Computing and Programming 、Life and Ethics 、 Field Study of Kaohsiung 、Sustainable Marine Science and Technology 、Creativity and Innovation																									
		Liberal Curriculum Domains		Humanities and Creative Aesthetics																									
	Technology and Digital Literacy																												
	Society and Physical and Mental Well-being																												
	History and Diversity of Thought																												
	Global and Sustainable Issues																												
	General Education Micro-credits	General education micro-credits course 1/1 、General education micro-credits course 2/1 、General education micro-credits course 3/1 、General education micro-credits course 4/1 、General education micro-credits course 5/1 、General education micro-credits course 6/1 、General education micro-credits course 7/1 、General education micro-credits course 8/1 、General education micro-credits course 9/1 、General education micro-credits course 10/1																											

Course Category				1 st Academic Year						2 nd Academic Year						3 rd Academic Year						4 th Academic Year					
				Semester 1			Semester 2			Semester 1			Semester 2			Semester 1			Semester 2			Semester 1			Semester 2		
				Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours
College Common Courses	Elective	MS Excel for the Data Analyst		Introduction to Data Science 3/3 Analyzing and Visualizing Data 3/3 Essential Statistics for Data Analysis using Excel 3/3																							
Departmental Professional Courses	Require	College Common Courses	Number of Courses Needed 4/min. required: 12credits				Essential Statistics for Data Analysis	3	3	Computer Programming	3	3	Database Management	3	3	Big Data for Business Analysis and Decision	3	3									
		Departmental Professional required	Number of Courses Needed 24/min required: 58credits	Japanese Conversation Practical Exercise (1)	2	4	Japanese Conversation Practical Exercise (2)	2	4	Japanese Conversation Practical Exercise (3)	2	4	Japanese Conversation Practical Exercise (4)	2	4	Tourism Marketing	2	2	Strategic Management of Tourism and Hospitality	2	2			Semester)-off-campus	10	960	
				Introduction to Tourism	2	2	Introduction To Travel Agency Management	2	2	Management	3	3	Cost Control in Food and Beverage	3	3	Tourism and Hospitality Consumer's Behavior	2	2	Practical Study On Special Topics (二)	1	2						
				Introduction to Hotel Management	2	2	Introduction To Food and Beverage Management	2	2	Accounting	3	3	Labor Law and Hospitality Human Resources	2	2	Practical Study On Special Topics (一)	1	2	Professional Ethics	1	1						
				Economics	3	3				Practicum on Tourism and Hospitality Digital marketing (1)	2	2	Research and Analysis for Tourism Hospitality	2	2	Project Management in Hospitality and Tourism Industry	2	2									
				Statistics	3	3																					
	Elective	Courses	Number of Courses Needed 8/min required: 16credits	Safety and Sanitation for Food and Beverage Operations 2/2 English for Tourism (1) 2/2 Front Office Practice and Management 2/2						Food and Beverage Services 2/2 Housekeeping Practice and Management 2/2 Information System in Hospitality Industry 2/2						Entrepreneurship in Hospitality 2/2 Service Quality Management and Practical 2/2 Franchise Management 2/2 English Interpretation 2/2						Customer Relationship Management 2/2 English Presentation Skills 2/2					
			min required: 8credits	Nutriology 2/2 Handmade coffee of theory practies 2/2 Introduction to Fermentation and Alcoholic Beverages 2/2						Tourism and MICE English 2/2 Introduction To Leisure and Recreation 2/2						Consumer's Psychology 2/2 Baking 3/4 Tourism Administration and Laws 2/2 Club Management 2/2						Banquet Management 2/2 Design of Tourism and Hospitality 2/2 Digital Design 2/2 Internet Marketing 2/2					

Course Category			1 st Academic Year					2 nd Academic Year					3 rd Academic Year					4 th Academic Year				
			Semester 1			Semester 2		Semester 1			Semester 2		Semester 1			Semester 2		Semester 1			Semester 2	
			Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits
			Tourism English (2) 2/2 Practice of Fermentation and Liquor Mixing 2/2 Coffee roasting of Theory and Practice 2/2 International Etiquette 2/2 Applied Economics 3/3 Advanced Japanese Training(一) 2/2				Digital Multimedia Applications in Tourism 2/2 Chinese Cuisine Practice 3/4 Expresso Coffee of Theory and Practice 2/2 Purchasing and Receiving 2/2 Advanced Japanese Training(二) 2/2 Organizational Behavior and Interpersonal Relationships for Hospitality Industry 2/2 Advanced English Tourism Conversation 2/2 Western Cuisine Practice 3/4 Practice of Coffee Shop Operations 3/4 Light Meal and Dessert 3/4 Utilization and communication of intelligent technologies 2/2 Advanced Japanese Training(三) 2/2 Practicum on Tourism and Hospitality Digital marketing(2) 2/2				Tourism Japanese (1) Revenue Management 2/2 Chain Store Service Management 2/2 Teppanyaki Practice 3/4 Restaurant Planning 2/2 Tourism Japanese (2) 2/2											
		Smart tourism	Number of Courses Needed 8/min required: 16credits	English for Tourism (1) 2/2 Tourism Resources Management 2/2 Practice of Tour Leading and Guiding 2/2 Practice of Interpretation 2/2			Practices of Tour Operations 2/2 Airlines Reservation System 2/2			GIS and Information Technology in Destination Management 2/2 Quality Management in Hospitality 2/2 Case Analysis in Travel Dispute 2/2 OTA Practical Operations 2/2 Interpretation in English 2/2			English Presentation Skills 2/2									
			min required: 8credits	Tourism Geographics2/2 Tourism English2/2 Applied Economics3/3 Advanced Japanese Training (一)2/2			Introduction to Leisure and Recreation 2/2 Tourism and MICE English 2/2 Convention and Exhibition Management 2/2 Digital Multimedia Applications in Tourism 2/2 Leisure Industry Practice Seminar 2/2 Advanced Japanese Training(二) 2/2 Advanced Japanese Training(三) 2/2 Organizational Behavior and Interpersonal Relationships 2/2 Advanced English Tourism Conversation 2/2 Utilization and communication of intelligent technologies 2/2 Festival Special Events and Tourism 2/2 Interpretation in English 2/2 Tourism and Hospitality Information System 2/2			Marine Tourism 2/2 Consumer's Psychology2/2 Tour Itinerary Planning and Devising2/2 Tourism Japanese (1)2/2 Tourism Japanese (2)2/2 Introduction To Ecotourism2/2 Smart Bed and Breakfast Management2/2			special interest tour2/2 Community based tourism and intelligent application2/2 Design of Tourism and Hospitality2/2 E-Marketing2/2									

Course Category				1 st Academic Year			2 nd Academic Year			3 rd Academic Year			4 th Academic Year		
				Semester 1		Semester 2		Semester 1		Semester 2		Semester 1		Semester 2	
				Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours	Course Name	Credits	Hours
							Practicum on Tourism and Hospitality 2/2 Digital marketing (2) 2/2								
	Others			Basic French2/2			Elementary French2/2 Advanced French2/2 Research Methodology2/2						Career Internship(Semester)-Overseas Internship On Hospitality Industrys(1)10/960 Career Internship(Semester)-Overseas Internship On Hospitality Industrys(2)10/960 Career Internship(Semester) off-Campus Practicum20/1920 Career Internship (Semester)-Off-Campus Practicum(1)10/960 Career Internship (Semester)-Off-Campus Practicum(2)10/960		

Notes:

- Minimum credits required to graduate: __132__.
- Required courses: __70__ credits; elective courses: __34__ credits (excluding credits earned from university-wide common core requirements and general education courses; if there are different teaching divisions, please list the minimum credits required to graduate for each teaching division under the “Departmental requirements” section.)
- University-wide common core requirements and general education courses total 28 credits. The relevant regulations are based on the school’s “Implementation Regulations of Courses in the College of General Education”, “Course Schedule of College of the General Education,” and “Implementation Regulations of Language Education”.
- 8 credits in English and/or a second foreign language are required to graduate.
 - The English proficiency graduation requirement for domestic students is CEFR B1 level or higher with related grade report or transcript. For departments with higher English proficiency requirements, the requirements will be in effect.
 - Students who fail to meet the graduation requirement after two attempts at English proficiency tests during their academic years may fulfill it by passing any of the following:
 - School’s English proficiency graduation test,
 - Participation in a short-term English improvement course offered by the Foreign Language Education Center and compliance with the course regulations,
 - Taking and passing at least one professional course that adopts English as a Medium of Instruction (EMI) offered by the college or the department which is worth two or more credits.
 - Students with a TOEIC score of 550 or above (equivalent to CEFR B1 level) are exempt from Practical English (1) and (2) (4 credits); those achieving a

TOEIC score of 785 or above (equivalent to CEFR B2 level) are exempt from Practical English (1), (2), (3) and (4) (8 credits), but must take elective courses like English for Specific Purposes (ESP) courses or other foreign languages to meet the English and/or second foreign language graduation credit requirements. For courses of other foreign languages, please refer to the course schedule of the Foreign Language Education Center.

5. Credits earned by students from the common courses offered by their respective colleges shall be accepted as their affiliated departments' professional courses. However, credits earned from interdisciplinary courses offered either by their colleges or by other colleges will be accepted as credits earned from departments outside their own.
6. College requirements:
7. Departmental requirements
 - (1) Students must complete 24 credits of a certain course (Hospitality and Hospitality Management Course or Smart Tourism Course).
 - (2) A maximum of 9 credits can be recognized for professional elective courses not offered by this department.
 - (3) During the semester, students must meet the requirements of 25 points or 3 points on the point calculation table for the Tourism Management Department Certificate.