

南華大學 115 學年度 旅遊管理學系旅遊管理碩士班

課程時序表

115 年 04 月 1 日 114 學年度第 2 學期第 1 次系課程會議通過
115 年 04 月 13 日 114 學年度第 2 學期第 1 次院課程會議通過
115 年 4 月 22 日 114 學年度第 2 學期第 1 次校課程會議通過

本系學生畢業時至少應修滿 36 學分，包括

1. 專業必修：6 學分
2. 專業選修：24 學分
3. 論 文：6 學分
4. 學術倫理教育：0 學分

		一年級	上學期		下學期		二年級						
			學分	時數	學分	時數							
			學分	時數	學分	時數	學分	時數	學分	時數			
專業必修						旅遊事業專題研討(Ⅰ)		3	3				
						旅遊事業專題研討(Ⅱ)				3	3		
專業選修	旅遊產業分析	旅行社經營與管理研究	3	3			旅遊產業開發與研究				3	3	
		旅遊管理個案研究			3	3	旅遊危機管理研究		3	3			
		旅遊趨勢研究			3	3							
	旅遊事業管理	旅遊事業行銷管理研究	3	3			旅遊事業服務品質管理研究		3	3			
		旅遊事業財務管理研究			3	3	旅遊電子商務研究				3	3	
		旅遊事業人力資源管理研究	3	3									
	主題旅遊專題規劃與經營	生態旅遊專題	生態旅遊專題	3	3			領隊與導遊實務專題		3	3		
			農業旅遊專題	3	3			文化旅遊專題研究				3	3
		美食旅遊專題	美食旅遊專題			3	3						
	其他選修	統計分析			3	3	量化研究		3	3			
		研究方法			3	3	集客率與事件行銷				3	3	
學期總計			15	15	18	18		15	15	15	15		

課程說明：

1. 本所研究生畢業時至少應修滿 36 學分，包括專業必(選)修 6 學分、專業選修 24 學分、論文 6 學分。
2. 學生於申請學位考試前，需至「臺灣學術倫理教育資源中心」線上平台自行修習「學術倫理教育」課程，並通過課程總測驗及成績達及格標準。
3. 大專/大學非觀光、餐旅、休閒相關科系畢業，且未取得導遊、領隊證書者或國民旅遊領團人員認證者，須通過本所之鑑定考試，未通過者須修畢「觀光旅遊學」課程，其課程不列入畢業學分。
4. 選修之外所課程須與本所專業選修課程同名稱，使得認定為畢業學分。
5. 本所研究生入學後，修習「旅遊產業分析」模組課程 12 學分(含)以上、「旅遊事業管理」6 學分(含)以上或「主題旅遊專題規劃與經營」模組課程 6 學分(含)上，可由本系出具備該模組之專業能力證明。
6. 畢業前須完成下列非正式課程之要求：
 - (1) 學術期刊或研討會論文 1 篇、碩士論文。
 - (2) 非在職生身分者需完成職涯輔導 1 次、實務講座 1 場、企業參訪 1 次；若為在職生身分者提出申請，經查證屬實得免除。

The 115th academic year of the University of Nanhua, the tourism management master class of the Department of Tourism Management

Course Schedule

115年04月01日114學年度第2學期第1次系課程會議通過
115年04月13日114學年度第2學期第1次院課程會議通過
115年04月22日114學年度第2學期第1次校課程會議通過

The granduste students in department should graduate with a minimum of 36 credits including:

1.Specialized Compulsory : 6 credit

2.Professional Elective : 24 credit

3.Thesis : 6 credit

4.Academic Ethics Education : 0 credit

		First grade	Last semester		next semester		second grade	Last semester		next semester	
			credit	hours	credit	hours		credit	hours	credit	hours
specialized Compulsory							Seminar on Tourism(I)	3	3		
							Seminar on Tourism (II)			3	3
Professional Elective	Tourism Industry Analysis	Travel Business and Management Research	3	3			Tourism Development and Research			3	3
		Case Study in Tourism Management			3	3	Tourism Crisis Management	3	3		
		Tourism Future Research			3	3					
	Tourism Management	Seminar on Marketing Management	3	3			The Seminar on Service Quality Management for Tourism Industry	3	3		
		Tourism Financial Management			3	3	Research on Tourism E-commerce			3	3
		Research on Human Resource Management of Tourism Industry	3	3							
	Thematic Tourism Practice Topics	Ecotourism Topics	3	3			The Seminar on Tour Leader and Guide Practices	3	3		
		Agriculture Tourism	3	3			Topics on Cultural Tourism			3	3
		FoodTourism Topics			3	3					
	other Elective	Statistical Analysis			3	3	Quantitative Research	3	3		
Research Method				3	3	Collection guest rate and Event Marketing			3	3	
Semester total			15	15	18	18		15	15	15	15

Course Description :

1. At least 36 credits should be completed by the graduate students, including 6 credits for required (optional) courses, 24 credits for elective courses, and 6 credits for dissertation:
2. Before applying for degree examination, students need to take the academic ethics education course on the Center for Taiwan Academic Research Ethics Education online platform. In addition, they need to pass the final exam and get a passing grade.
3. Those who graduated from colleges/universities not related to tourism, Hospitality, and leisure,

and who have not acquired the certification of tour guides, tour leaders or national tourism leaders, must pass the appraisal examination by the department. Furthermore, the graduate students who would not pass the appraisal examination by the department fulfill the course "Tourism" it can not be recognized as the threshold of graduation credits at the department.

4. The elective courses taken by the graduate student in other departments must be the same as the elective ones in this department, and the courses are recognized as graduation credits.
5. After enrolling in the department the graduate students have to take 12 credits in the or more of the module course "Tourism Industry Analysis", 6 credits, be recognized and waived for the course the module as will. It can be issued by this department to prove the professional ability of this module.
6. The following informal course requirements must be completed before graduation: (1) 1 academic journal or seminar paper, and once master thesis must be required (2) Those who are not students need to complete once career counseling, once practical lecture, and once; However, it may be certified to be waived for the above requirements if the in-service graduate students submit the related applications in-service graduate students.