

觀光休閒管理系 碩士班課程規劃表

Department of Tourism and Leisure Management Curriculum of Master's Program

114 學年實施

Effective from : 2025 Academic Year

114 年 3 月 26 日 1132 學期第 1 次課程委員會公布

校訂必修類 General Education Required Course								
課號 Course ID	課程名稱 Course	英文課程名稱 Course	年級 Year	上學期 Sem. 1	下學期 Sem. 2	學分 Credits	時數 Hours	總計 Total
1000010	學術倫理教育	Academic Research Integrity Education	1	●		0	0	0
系訂必修類 Department Required Course								
課號 Course ID	課程名稱 Course	英文課程名稱 Course	年級 Year	上學期 Sem. 1	下學期 Sem. 2	學分 Credits	時數 Hours	總計 Total
10301001	論文寫作	Research Paper Writing	1	●		3	3	12
10301003	研究方法與統計分析	Research Methods and Statistical Analysis	1		●	3	3	
10302001	碩士論文	Dissertation	2		●	6	0	
專業選修類 Department Elective Course								
課號 Course ID	課程名稱 Course	英文課程名稱 Course	年級 Year	上學期 Sem. 1	下學期 Sem. 2	學分 Credits	時數 Hours	總計 Total
10301002	觀光休閒管理研究	Research on Tourism and Leisure Management	1		●	3	3	24
10301401	露營產業管理研究	Camping Industry Management	1		●	3	3	
10301403	運動與健康管理研究	Research of Sports and Health Management	1	●		3	3	
10301405	觀光產業資料分析	Tourism Industry Data Analysis	1		●	3	3	
10301408	運動科學研究	Research in Sports Sciences	1		●	3	3	
10301409	觀光餐旅管理研究	Tourism and Hospitality Management Research	1	●		3	3	
10301413	健康養生管理研究	Health and Wellness Management	1		●	3	3	
10301416	戶外休閒管理研究	Research on outdoor recreation management	1	●		3	3	
10301417	經營管理講座	Management Seminar	1	●		3	3	
10301418	經營實務講座	Business Practices seminar	1		●	3	3	
10301419	國際企業發展	International business development	1	●		3	3	
10301420	產業經營發展	Industry Management Developmen	1		●	3	3	
10301421	咖啡飲調實務專題研	Research on coffee beverage	1	●		3	3	

	究	preparation					
10301422	休閒活動設計與成效評估	Leisure Activity Design and Outcome Evaluation	1	●		3	3
10301423	智慧運動數據分析與健康促進	Intelligent Sports Analytics and Wellness Promotion	1		●	3	3
10302412	休閒農業創意設計實務專題	Special Project on Creative Design for Leisure Agriculture	1	●		3	3
10302413	休閒農業觀光旅遊實務專題	Leisure Agricultural Tourism Senior Project	1		●	3	3
10302401	觀光休閒科技應用專題	Special Topic on the Application of Technologies in Tourism and Leisure	2	●		3	3
10302402	遊憩區產業管理研究	Research of Management in Recreational Area Industry	2	●		3	3
10302408	量化研究專題	Quantitative Research	2		●	3	3
10302409	觀光休閒行銷策略研究	Study of Tourism and Recreation Marketing Strategy	2		●	3	3
10302410	微型創業管理研究	Research of Entrepreneurship Management for Business Initiation	2		●	3	3
10302411	休閒療癒管理研究	Research on Recreational Therapy Management	2		●	3	3
10302414	休閒產業投資與開發	Leisure Business Investment and Development	2	●		3	3
10302415	咖啡創業經營管理研究	Research on Cafe Industry Entrepreneurship and Management	2	●		3	3
10302416	旅遊電子商務應用專題	Tourism E-Commerce Application Project	2		●	3	3
10302417	國際產業研究	International Industry Research	2	●		3	3
10302418	產業經營研究	Industry Management Research	2		●	3	3

總計 Total

36

總說明：	<p>(中文)</p> <ol style="list-style-type: none"> 1. 畢業學分 36 學分，專業必修 12 學分(含碩士論文 6 學分)。 2. 研究生因研究需要，經指導教授及系主任之同意得選修他所開授之科目，其學分得計入一般選修學分。 3. 專業選修須修滿 24 學分，承認外系選修 12 學分為限。 4. 修業相關規定詳閱本系碩士學位修業要點。
Notes：	<p>(英文)</p> <ol style="list-style-type: none"> 1. The total credits required for graduation are 36, including 12 credits for required professional courses (including 6 credits for the Master's thesis). 2. Graduate students may, with the consent of their advisor and the department chair, take courses offered by other departments if required for their research. These credits may be counted towards the general elective credits.

3. Students must complete 24 credits of professional electives, with a maximum of 12 credits from elective courses taken outside the department being recognized.
4. For detailed regulations regarding academic studies, please refer to the "Guidelines for Master's Degree Studies" of this department.