

中華大學觀光學院碩士班二年課程規劃表(114級)

Chung Hua University-Master Program of College of Tourism, Curriculum for Class 114 (2025 Fall)

	第一學期		第二學期		第三學期		第四學期	
必修科目 Required Courses (6 credits)	書報討論 Seminar	0			論文指導與研究 Thesis Seminar	3	論文指導與研究 Thesis Seminar	3
選修科目 Professional Elective Course (24 credits and above)	<u>觀光服務品質管理 Tourism Service Quality Management</u>	3	永續觀光發展專論 Special Topics On Sustainable Tourism Development	3	<u>智慧觀光專論 Special Topic on Smart Tourism</u>	3	顧客關係管理專論 Special Topics of Customer Relationship Management	3
	觀光研究方法專論 Special Topic of Research Method in Tourism	3	<u>當代觀光課題研究 Contemporary Issues In Tourism Studies</u>	3	計量方法專論 Advanced Measurement Method	3	酒店管理專論 Special Topics On Hospitality Management	3
	餐飲管理專論 Special Topic of Catering Management	3	當代盛會活動管理 Management of Contemporary Festival and Event	3	觀光行銷專論 Special Topic of Tourism Marketing	3	<u>觀光產業案例研究 Case Study of Tourism Industry</u>	3
	<u>觀光資源規劃專論 Planning and Management of Tourism Resource</u>	3	<u>旅運實務專論 Special Topic of Travel&Transport Practice</u>	3	<u>旅行業經營管理實務專論 Special Topics on Travel Agency Management</u>	3	<u>國際觀光產業實務 International Tourism Industry Practices</u>	3

備註 Remarks

- 畢業學分至少30學分：必修6學分(含「書報討論」0學分)，選修24學分。
 - 本碩士班承認外系碩士班課程至多9學分。
 - 重複修習已及格科目，成績將登錄在成績單上，亦列入當學期及畢業平均成績計算，惟畢業學分之採計以1次為限。「論文指導與研究」課程除外，至多採計畢業學分6學分。
 - 畢業前至少須修讀兩學期「論文指導與研究」且畢業當學期需有修讀「論文指導與研究」始能參加學位考試。
 - 申請學位考試前，須至「台灣學術倫理教育資源中心」網站(<https://ethics.moe.edu.tw/>)進行線上課程，並通過測驗取得證書。「學位論文研究計畫書」須事先提送審查，並經指導教授及2位助理教授級以上之教師、學系主任審核通過屆滿一個月後始得舉行學位考試。
 - 底線表示為觀光組(全英)課程
- * 以上選修課程資料，以當學期實際開課為準。

※ Graduation Requirement：Required 6 credits (including 0 credits for "Seminar"), elective 24 credits.

※ Accepts up to 9 credits from courses taken in other master's programs.

※ Retake a passed course, the grade will be recorded on the transcript, but only count once in the graduation credits. Thesis Seminar only count up to 6 credits.

※ Before graduation, students must complete at least two semesters of "Thesis Seminar", and they must be enrolled in "Thesis Seminar" during the semester of graduation in order to take the degree examination.

※ Regulations on Academic Research Ethics：

Graduate student is required to take the specific on-line thesis course on the website of Research Ethics in Education (<http://ethics.nctu.edu.tw>) and pass the exam and get a certificate.

Moreover, master's thesis topics needed to be referred for examination in advance, and after the advisor and the dean of the department approved before applying for oral

※ The underlined courses will be lectured fully in English.

※ Above courses may be changed from year to year.

113學年度第2學期第1次觀光學院碩士班課程規劃委員會議通過(114.3.12) Approved at the 1st Program Curriculum Meeting of academic year 113, on March 12, 2025

113學年度第2學期第1次觀光學院課程規劃委員會議(114.3.12) Approved at the 1st College Curriculum Meeting of academic year 113, on March 12, 2025

113學年度第2次臨時課程規劃委員會會議通過(114.6.11) Approved at the 2nd Temporary University Curriculum Committee academic year 113, on June 11, 2025