

Master's Program Curriculum of the Tourism and Transportation (Tourism and Leisure Program), Kainan University, 2020

110/5/19

Curriculum	First Year		Second Year	
	Semester1	Semester 2	Semester1	Semester 2
Required Courses (9 credits)	Academic Papers and Research Ethics 3	Research Methods 3	Thesis Seminar 3	
Course Areas				
Fields	Sightseeing and Leisure Management	Development Trend of Tourism and Leisure	Recreation and Festival Management	Research Methods and Case Studies
Professional Electives (Minimum 27 credits)	Special Topics in Service Quality Management 3 Human Resource Management 3 Special Topics in Tourism Marketing 3 Introduction of Travel Industry 3 Special Topics in Hotel Business 3 Special Topics in Marine Tourism 3 Special Topics in Bed & Breakfast Management and Operations 3 Special Topics in Tourism and Leisure Management 3	Tourism and Leisure Research for Industrial Strategy 3 Special Topics in Organization and Policy for Tourism 3 Development for Ecotourism 3 Studies in Heritage & Cultural Tourism 3 Trend analysis of the Dietary Culture 3 Special Topics in Food and Beverage for Safety and Health 3 Special Topics in Tourism Cultural and Creative 3	Resource Management of Leisure & Recreation 3 Special Topics in Planning Design for Leisure Activities 3 Special Topics in Festival and Event Management 3 Special Topics in Tour Planning Design 3 Special Topics on Conference Display & the Festival Celebrates 3	Quantitative Analysis Methods 3 Qualitative Methods 3 Overseas Field Trip and Case Study 3 Case Study of Tourism and Leisure 3 Seminar on Transportation Issues for Tourism 2
Notes	<ol style="list-style-type: none"> 1. A minimum of 36 credits of coursework (including 9 credits in professional required courses and 27 credits in professional elective courses) is required for this session of MBA program. A maximum of 6 credits which is taken by the students from other master programs of KNU can be included in 21 credits of professional elective courses. 2. The students graduate from this session must finish the master's thesis (not included in the 36 credits of coursework) and pass the oral examination. 3. Academic Ethics is required course with 0 credit. The students can apply the oral examination after taking this course online and pass the examination. 4. This rule is considered and adopted by Curriculum Committee of Kainan University and approved and reviewed by Teaching and Education Committee in 5/19, 2020. 			