

# Master's Program Curriculum of the Tourism and Transportation (Tourism and Leisure Program), Kainan University, 2021

110/5/18

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		
<b>Course Areas</b>				
Fields	Tourism and leisure operation and management	Tourism and leisure operation and management	Case Analysis and Topic Discussion	
Professional Electives (Minimum 27 credits)	Special Topics in Tourism and Leisure Management 3 Introduction of Travel Industry 3 Special Topics in Tourism Marketing 3 Resource Management of Leisure & Recreation 3 Special Topics in Festival and Event Management 3 Special Topics in Marine Tourism 3 Special Topics in Hotel Business 3 Special Topics in Bed & Breakfast Management and Operations 3 Special Topics in Service Quality for Tourism and Leisure Management 3 Special Topics in Human Resource Management for Tourism and Leisure 3	Tourism and Leisure Research for Industrial Strategy 3 Special Topics in Organization and Policy for Tourism 3 Special Topics in Planning Design for Leisure Activities 3 Special Topics in Tour Planning Design 3 Development for Ecotourism 3 Special Topics on Conference Display & the Festival Celebrates 3 Studies in Heritage & Cultural Tourism 3 Special Topics in Tourism Cultural and Creative 3	Seminar on Tourism and Leisure Issues 3 Case Study of Leisure & Recreation 3 Trend analysis of the Dietary Culture 3 Seminar on Food and Beverage Safety and Health 3 Quantitative Analysis Methods 3 Qualitative Methods 3 Overseas Field Trip and Case Study 3	

<p><b>Notes</b></p>	<ol style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>4. This rule is considered and adopted by Curriculum Committee of Kainan University and approved and reviewed by Teaching and Education Committee in 5/18, 2021.</li> </ol>
---------------------	--