

# Master's Program Curriculum of the Tourism and Transportation (Tourism and Leisure Program), Kainan University, 2022

111/5/17

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 and Technical Report Seminar 3		
<b>Course Areas</b>				
Fields	Tourism and Leisure Operation and Management	Tourism and Leisure Development and Planning	Tourism and Leisure Case Study	
Professional Electives (Minimum 27 credits)	Special Topics in Tourism and Leisure Management 3 Introduction to Leisure & Recreation 3 Special Topics in Festival and Event Management 3 Special Topics in Digital Marketing Management for Tourism and Leisure 3 Special Topics in Service Quality for Tourism and Leisure Management 3 Special Topics in Human Resource Management for Tourism and Leisure 3 Big Data Analysis for Tourism and Leisure 3 Introduction of Travel Industry 3 Special Topics in Food and Beverage Management 3 Special Topics in Hostel Operation and Management 3	Research on the Development Trend of Tourism and Catering 3 Special Topics in Planning Design for Leisure Activities 3 Special Topics in Tour Planning Design 3 Special Topics on Conference Display & the Festival Celebrates 3 Studies in Heritage & Cultural Tourism 3 Special Topics in Tourism Cultural and Creative 3 Development Trend for Organization and Policy of Tourism Industry 3	Case Study for Tourism and Leisure Industry 3 Case Study for Food and Beverage Management 3 Case Study for Food and Beverage Management 3 Seminar on Transportation Issues for Tourism 3 Qualitative Methods 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. The students in this session require to attend academic conference twice or publish their research in journal or conference before graduation.</li> <li>5. This rule is considered and adopted by Curriculum Committee of Kainan University and approved and reviewed by Teaching and Education Committee in 5/17, 2022.</li> </ol>
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