

開南大學觀光運輸學院碩士班觀光休閒組課程規劃表

(114 學年度入學適用)

Master's Program Curriculum of the Tourism and Transportation (Tourism and Leisure Program), Kainan University, 2025

114/05/13

| 課程 Curriculum | 第 1 學年 First Year | | 第 2 學年 Second Year | |
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| | 上學期 Semester1 | 下學期 Semester 2 | 上學期 Semester1 | 下學期 Semester 2 |
| 專業必修科目 (9 學分) Required Courses | 論文寫作與學術倫理 3 Academic Papers and Research Ethics 3 | 研究方法 3 Research Methods 3 論文與技術報告研討 3 Thesis and Technical Report Seminar 3 | | |
| 課程領域 Course Areas | | | | |
| 領域別 Fields | 觀光休閒趨勢研究 Research on Tourism and Leisure Trends | 餐旅創新與創業研究 Research on Hospitality Innovation and Entrepreneurship | 個案分析與議題研討 Case Analysis and Topic Discussion | |
| 專業選修科目 (至少應修 21 學分) Professional Electives (Minimum 21 credits) | 休閒遊憩管理專論 3 Resource Management of Leisure & Recreation 3 節慶活動管理專論 3 Special Topics in Festival and Event Management 3 休閒活動規劃設計專論 3 Special Topics in Planning Design for Leisure Activities 3 會展與博覽會專論 3 Special Topics on Conference Display & the Festival Celebrates 3 旅遊事業經營專論 3 Introduction of Travel Industry 3 生態系服務與生態旅遊專論 3 Special Topics in Ecological Services and Ecotourism Seminar 3 茶旅遊規劃與體驗設計 3 Tea Tourism Planning and Experiential Design 3 | 餐旅業創新管理研究 3 Research on Innovative Management in the Hospitality Industry 3 餐旅業服務創新與服務設計研究 3 Research on Service Innovation and Service Design in the Hospitality Industry 3 飲食文化與創意研究 3 Research on Food Culture and Creativity 3 餐旅業財務創新管理研究 3 Research on Financial Innovation and Management in the Hospitality Industry 3 創新專案管理 3 Creative Project Management 3 餐飲食品健康與安全專論 3 Advanced Topics in Food Health and Safety 3 企業家精神與創業 3 Entrepreneurship and Innovation 3 | 觀光休閒產業個案研討 3 Case Study for Tourism and Leisure Industry 3 觀光運輸議題研討 3 Seminar on Transportation Issues for Tourism 3 觀光運輸與環境永續發展專論 3 Special Topics in Sustainable Development of Tourism Transportation and Environment 3 海外個案研析 3 Overseas Field Trip and Case Study 3 資料分析與應用 3 Data Analysis and Application 3 全球供應鏈管理 3 Global Supply Chain Management 3 | |

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| <p>Notes</p> <p>備註</p> | <ol style="list-style-type: none"> 1. 本組畢業應修習 30 學分，包括「專業必修科目」9 學分及「專業選修科目」21 學分，其中專業選修科目可承認本院其他班(組)學分至多 12 學分。 A minimum of 30 credits of coursework (including 9 credits in professional required courses and 21 credits in professional elective courses) is required for this session of MBA program. A maximum of 12 credits which is taken by the students from other master programs of KNU can be included in 21 credits of professional elective courses. 2. 本組研究生另需撰寫畢業論文並經學位考試通過後方完成修業規定，畢業論文不列入畢業學分數。 The students graduate from this session must finish the master's thesis (not included in the 30 credits of coursework) and pass the oral examination. 3. 「學術倫理教育」課程為必修 0 學分，線上修讀及通過測驗後，始得申請學位口試（依「開南大學學術研究倫理教育課程實施辦法」）。 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. 碩士生畢業前應至少參加國內外學術研討會二場或至少公開發表論文(期刊、學報和研討會等)一篇。就讀本校開設之學分班期間一年內參加之學術研討會經審核通過後亦可採計。 The students in this session require to attend academic conference twice or publish their research in journal or conference before graduation. 5. 本課程於 114 年 05 月 13 日校課程委員會通過，114 年 05 月 13 日教務會議核備。 This rule is considered and adopted by Curriculum Committee of Kainan University and approved and reviewed by Teaching and Education Committee in 5/13, 2025. |
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