

Master's Program Curriculum of the Tourism and Transportation (Tourism and Leisure Program), Kainan University, 2023

112/5/23

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		
Course Areas				
Fields	Research on Tourism and Leisure Trends		Research on Hospitality Innovation and Entrepreneurship	
Professional Electives (Minimum 21 credits)	Resource Management of Leisure & Recreation 3 Special Topics in Festival and Event Management 3 Special Topics in Planning Design for Leisure Activities 3 Special Topics on Conference Display & the Festival Celebrates 3 Case Study for Tourism and Leisure Industry 3 Seminar on Transportation Issues for Tourism 3 Introduction of Travel Industry 3 Special Topics in Sustainable Development of Tourism Transportation and Environment 3 Ecological Services and Ecotourism Seminar 3 Tea Tourism Planning and Experiential Design 3		Research on Innovative Management in the Hospitality Industry 3 Research on Service Innovation and Service Design in the Hospitality Industry 3 Research on Food Culture and Creativity 3 Research on Financial Innovation and Management in the Hospitality Industry 3 Entrepreneurship and Innovation 3 Innovation Project Management 3 Overseas Field Trip and Case Study	
Notes	1. 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 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 30 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. The students in this session require to attend academic conference twice or publish their research in journal or conference before graduation. 5. This rule is considered and adopted by Curriculum Committee of Kainan University and approved and reviewed by Teaching and Education Committee in 5/23, 2023.			