

# 運動休閒與餐旅管理研究所-碩士班課程地圖

## Graduate Institute of Sport, Leisure and Hospitality Management - Master program

畢業最低總學分：38學分 (無註明學分數之課程皆為3學分)  
**Minimum Total Credits for Graduation: 38 credits (All courses are 3 credits which is no mark)**

### 必修課程 Required Course

應修11學分/ 11 credits

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| <ul style="list-style-type: none"> <li>● 研究法<br/>Research Methodology</li> <li>● 高級統計學<br/>Advanced Statistics</li> </ul> <p style="font-size: small; color: blue;">以上兩門課亦可選修本校運動與休閒學院下研究所開設之相同課程<br/>Student can select same courses above two under College of Sports and Recreation</p> | <ul style="list-style-type: none"> <li>● 運動休閒與餐旅產業特論<br/>Topics on Sport, Leisure and Hospitality Industry</li> <li>● 運動休閒與餐旅管理專題討論 (一) (1學分)<br/>Seminar on Sport, Leisure and Hospitality Management (I) (1credit)</li> <li>● 運動休閒與餐旅管理專題討論 (二) (1學分)<br/>Seminar on Sport, Leisure and Hospitality Management (II) (1credit)</li> </ul> |
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### 核心選修 Core Elective Course

應修15學分/ 15 credits

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| <b>運動休閒產業 Sport and Leisure Industry</b>   |  |  |  |
| <ul style="list-style-type: none"> <li>● 遊憩資源管理與環境教育<br/>Recreational Management and Environmental Education</li> <li>● 休閒與社區發展<br/>Leisure and Community Development</li> <li>● 休閒社會學研究<br/>Studies in Leisure Sociology</li> </ul> | <ul style="list-style-type: none"> <li>● 休閒思想演變研究<br/>Studies in Evolution of Leisure: Historical and Philosophical Perspectives</li> <li>● 休閒心理與行為<br/>Leisure Psychology and Behavioral Studies</li> <li>● 運動與休閒人類學研究<br/>Studies in Sport and Leisure Anthropology</li> </ul> | <ul style="list-style-type: none"> <li>● 運動與休閒行銷學研究<br/>Studies in Marketing of Sport and Leisure</li> <li>● 運動與休閒財務管理<br/>Financial Management of Sport and Leisure</li> <li>● 國際運動休閒現勢專題討論<br/>Seminar on International Trends of Sport and Leisure</li> </ul> | <ul style="list-style-type: none"> <li>● 運動休閒產業人力資源管理<br/>Human Resource Management in Sport and Leisure Industry</li> <li>● 職業運動經營管理專題討論<br/>Seminar on Professional Sport Management</li> <li>● 運動消費者行為研究<br/>Studies in Sport Consumer Behavior</li> <li>● 運動休閒行為科學研究<br/>Studies of Behavior Science in Sport and Leisure</li> </ul> |
| <b>餐旅產業 Hospitality Industry</b>   |  |  |  |
| <ul style="list-style-type: none"> <li>● 餐旅經營管理研究 (全英授課)<br/>Studies in Hospitality Management (E)</li> <li>● 餐旅行銷管理研究 (全英授課)<br/>Studies in Hospitality Marketing Management (E)</li> </ul>   | <ul style="list-style-type: none"> <li>● 餐旅策略管理研究<br/>Studies in Strategic Management in Hospitality</li> <li>● 餐旅創新與創業<br/>Innovation and Entrepreneurship in Hospitality Industry</li> </ul>   | <ul style="list-style-type: none"> <li>● 餐旅投資與財務管理<br/>Investment and Financial Management in Hospitality</li> <li>● 餐旅營收與利潤管理<br/>Hospitality Revenue and Profit Management</li> </ul>  | <ul style="list-style-type: none"> <li>● 餐旅消費者行為研究(全英授課)<br/>Studies in Hospitality Consumer Behavior (E)</li> <li>● 餐旅設施規劃與設計(全英授課)<br/>Hospitality Facilities Development and Design (E)</li> </ul>  |

### 自由選修 Elective Course

應修12學分/ 12 credits

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| <p><b>研究教學工具 Teaching &amp; Research</b></p> <ul style="list-style-type: none"> <li>● 多變量分析<br/>Multivariate Statistics Analysis</li> <li>※ 質性研究文獻評析<br/>Analyses and Evaluation of Qualitative Research</li> <li>※ 餐旅管理教育訓練與教學技巧研究<br/>Studies in Hospitality Education Training and Teaching Skill</li> </ul>   | <p><b>企業管理 Business Management</b></p> <ul style="list-style-type: none"> <li>● 餐旅成本管理<br/>Hospitality Cost Management</li> <li>● 餐旅人力資源管理研究<br/>Studies in Human Resource Management for the Hospitality Industry</li> <li>● 餐旅社群媒體行銷研究<br/>Studies in Social Media Marketing in Hospitality</li> <li>※ 遊憩區規劃與設計<br/>Designing and Planning Practices in Recreational Area</li> <li>※ 遊憩活動風險管理<br/>Risk Management in Recreational Programming</li> <li>※ 運動與休閒經濟學研究<br/>Studies in Economics of Sport and Leisure</li> </ul>   | <p><b>社會及文化趨勢 Social and Cultural Trends</b></p> <ul style="list-style-type: none"> <li>● 運動觀光研究與實作<br/>Studies and Practices in Sport Tourism</li> <li>● 水域運動觀光研究與實作<br/>Marine Sports Tourism Studies and Practices</li> <li>● 旅客飲食行為研究<br/>Studies in Tourist Food Consumption Behavior</li> <li>● 智慧旅遊：科技整合與管理<br/>Smart Tourism: The Technologies Integration and Management</li> <li>※ 休閒文化研究<br/>Cultural Studies of Leisure</li> <li>※ 運動全球化研究<br/>Studies in Sport Globalization</li> <li>※ 科技與健康老化研究 (全英授課)<br/>Studies in Technology for Healthy Aging (E)</li> <li>※ 餐旅業顧客體驗管理 (全英授課)<br/>Customer Experience Management in Hospitality Industry (E)</li> <li>※ 餐旅業當代議題 (全英授課)<br/>Contemporary Issues for the Hospitality and Tourism Industry (E)</li> <li>※ 健康餐旅與觀光趨勢研究<br/>Studies in Health and Wellness Issues in Hospitality and Tourism</li> </ul> |
| <p><b>產業經營 Industry Management</b></p> <ul style="list-style-type: none"> <li>● 運動休閒與餐旅管理實習<br/>Sport, Leisure and Hospitality Management Internship</li> <li>● 大型賽會經營與行銷管理專題討論<br/>Seminar on Mega-Event Management and Marketing</li> <li>● 運動場館規劃與經營管理專題討論<br/>Seminar on Sport Facility Planning and Management : Principles and Practices</li> <li>● 運動產業品牌管理專題討論<br/>Seminar on Brand Management in Sport Industry</li> <li>● 運動品牌專案企劃與實作<br/>Sport Brand Project Planning and Practice</li> <li>● 運動休閒產業與新媒體專題研究<br/>Studies in New Media in Sport and Leisure Industry</li> <li>● 健身俱樂部管理研究<br/>Studies in Fitness Club Management</li> <li>※ 餐旅服務經營管理 (全英授課)<br/>Hospitality Service Operations Management (E)</li> <li>※ 餐旅業策略資訊系統管理 (全英授課)<br/>Strategic Information Systems for Hospitality Managers (E)</li> <li>※ 餐旅與會展專案規劃與管理研究<br/>Studies in Project Planning and Management in Hospitality and MICE Industry</li> </ul> | <p><b>專題探討 Special Topics</b></p> <ul style="list-style-type: none"> <li>● 高齡者運動休閒專題研究<br/>Special Topics on the Sport and Leisure of the Elderly</li> <li>● 運動休閒與餐旅管理法律專題研究<br/>Special Topics on the Legal Issues of Sport, Leisure and Hospitality Management</li> <li>※ 休閒、健康與適能研究<br/>Studies in Leisure, Health and Wellness</li> <li>※ 身體活動、休閒與健康研究 (全英授課)<br/>Studies in Physical Activity, Leisure and Health (E)</li> <li>※ 運動管理學專題研究<br/>Special Topics on Sport Management</li> <li>※ 運動休閒產業專題討論<br/>Seminar on Sport and Leisure Industry</li> <li>※ 運動餐旅產業績效評估與決策分析<br/>Performance Evaluation and Decision Making Analysis in Sport and Hospitality Industries</li> </ul> | <p><b>休閒治療 Recreational Therapy</b></p> <ul style="list-style-type: none"> <li>● 休閒治療導論與研究<br/>Studies in Recreational Therapy</li> <li>● 休閒治療理論與技巧<br/>Theories and Techniques in Therapeutic Recreation</li> <li>● 休閒治療評估方法與研究<br/>Studies in Client Assessment and Evaluation in Therapeutic Recreation</li> <li>※ 休閒治療綜合方案研究<br/>Studies in Comprehensive Therapeutic Recreation Services</li> </ul>   |

自由選修中有3學分可自由選修本所各類選修課程或校內外碩士班課程 The students can select 6 credits include elective ones in our program, master program from other departments or universities.

※ 碩博合開課程 (※ Master and Ph. D. Course)