

Course	Credits	Hours	1 st year		2 nd year		Course Number	Note	
			Fall	Spring	Fall	Spring			
Required Courses	Research Methods for Tourism and Hospitality	3	3	3			84501		
	Marketing Management for Tourism and Hospitality	3	3	3			84502		
	Ethics & Service Quality Management for Tourism and Hospitality	3	3		3		84505		
	Human Resources Management for Tourism and Hospitality	3	3		3		84503		
	Information Technology for Tourism and Hospitality	3	3			3	84602	Computer courses	
	Financial Management for Tourism and Hospitality	3	3				3	84601	
	Subtotal	18	18	6	6	3	3		
Professional Elective Courses	Leadership and Communication for Tourism and Hospitality	3	3	3			84632		
	Consumer Behavior for Tourism and Travel	3	3	3			84532		
	Decision and Operations Management for Tourism and Hospitality	3	3	3			84533		
	Special Topics on Tourism and Hospitality Management	3	3		3		84534		
	Statistical Analysis and Applications for Tourism	3	3		3		84535		
	Qualitative Research for Tourism and Hospitality Industry	3	3		3		84637		
	Restaurant Development	3	3			3	84536		
	Strategic Management for Tourism and Hospitality	3	3			3	84531		
	Leisure & Recreation Area Planning and Design	3	3			3	84639		
	Feasibility Studies for Tourism and Hospitality	3	3				3	84638	
Leisure and Recreation Industry Operations and Management	3	3				3	84641		

	Product Development and Design for Tourism and Hospitality	3	3				3	84636	
	Studies on Tourism Industry in China	3	3				3	84643	Class in Taipei
	Studies on Tourism Policy and Regulations	3	3	3				84246	Class in Lianjiang
	Tourism Development and Community Research	3	3		3			84642	Class in Lianjiang
	Subtotal	39	39	9	9	9	12		
Total Required Course Credits	Required Courses	18	18	6	6	3	3		
	Thesis	4					4	99996	
	The Minimum Credits required for Elective Professional Courses	14							
	Grand Total	36							

Graduation Requirements :

1. Master degree course must pass a compulsory 32 credits in elective courses (not including master's thesis credits).
2. The elective courses on this Course Outline may be counted toward total graduation credits by students who entered the university prior to the 2013-14 academic year.
3. Elective credits taken outside the Tourism Graduate School Executive Class Section will not be included in the total number of credits required for obtaining a Master's degree.
4. Whether the elective courses are available or not, it will depend on students' pre-registration before the coming semester.
5. EMBA students are available to choice 3 to 6 elective credits from master program. It will be included in the total number of credits required for obtaining a Master's degree. It may be counted toward total graduation credits by students who entered the university prior to the 2013-14 academic year.