

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. Work-experience Master's program students must pass a total of 32 credits in required and elective courses (not including master's thesis credits). In addition, master's students must pass all degree-related exams and the Basic Professional Capacity Test before they can graduate.
2. This Required Course list may be applied to students who entered the university prior to the 2014-15 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 will depend on students' pre-registration before the coming semester.
5. EMBA may choose 3 to 6 credits of elective courses from the regular master's program. These will be included in the total number of credits required for obtaining a Master's degree (This may be applied to students who entered the university prior to the 2014-15 academic year.).