

Ming Chuan University, Tourism Graduate School Working Experience Class Section Course Outline for all students entering in 2021

	Course Number	Course Title	Credits	Hours	1 <sup>st</sup> year		2 <sup>nd</sup> year		Note
					Fall	Spring	Fall	Spring	
Required Courses	84501	Research Methods for Tourism and Hospitality	3	3	3				
	84502	Marketing Management for Tourism and Hospitality	3	3	3				
	84506	Organizational Behavior for Tourism and Hospitality	3	3	3				
	84503	Human Resources Management for Tourism and Hospitality	3	3		3			
	99996	Thesis	4					4	
Professional Elective Courses	84532	Consumer Behavior for Tourism and Travel	3	3	3				
	84533	Decision and Operations Management for Tourism and Hospitality	3	3	3				
	84534	Special Topics on Tourism and Hospitality Management	3	3		3			
	84537	Marketing Research for Tourism and Hospitality	3	3		3			
	84531	Strategic Management for Tourism and Hospitality	3	3			3		
	84536	Restaurant Development	3	3			3		
	84601	Financial Management for Tourism and Hospitality	3	3			3		
	84602	Information Technology for Tourism and Hospitality	3	3			3		Computer courses
	84639	Leisure & Recreation Area Planning and Design	3	3			3		
	84505	Ethics & Service Quality Management for Tourism and Hospitality	3	3				3	
	84636	Product Development and Design for Tourism and Hospitality	3	3				3	
	84638	Feasibility Studies for Tourism and Hospitality	3	3				3	
84641	Leisure and Recreation Industry Operations and Management	3	3				3		
Grand Total	Thesis		<b>4</b>						
	Required Courses		<b>12</b>						
	Minimum Credits required for Elective Professional Courses		<b>18</b>						
	<b>Grand Total</b>		<b>34</b>						

Remarks

- EMBA students must pass a total of 30 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.
- Elective courses on this course curriculum may be counted toward total graduation credits by students who entered the university prior to the 2021-22 academic year.
- If other graduate school's courses are approved by the department chair, credits may be counted toward graduation credits.
- Credits outside this master's program may be included in the graduation credits for both required and elective professional courses. Regulations are established in accordance with Work-experience Master's Program in Tourism Enforcement Rules for Study, which may be applied to students who entered the university prior to the 2021-22 academic year.
- Whether the elective courses are available or not will depend on students' pre-registration before the coming semester.
- EMBA may choose 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 2021-22 academic year).
- Students should meet the requirements of Ming Chuan University Guidelines for Taking Academic Ethics Education Course prior applying for the Oral Examination for Thesis Plan.

**\*\*In the event of any inconsistency or discrepancy between the Chinese and other language versions of this document, the Chinese version shall prevail.\*\***