吳鳳科技大學 日四技 觀光休閒管理系 觀光實務產學合作國際專班 課程表 (112學年度入學學生適用)

Wu Feng University of Science and Technology, Department of Tourism and Leisure Management, Tourism and Leisure Management, Tourism Practical Industry-Academic Cooperation International Course Course Schedule (Applicable to students admitted in the 112th academic year)

科目類別 Categories	第一學年(First Academic Year)						第二學年(Second Academic Year)						第三學年(Third Academic Year)						第四學年(Fourth Academic Year)						小計 Subtotal	
	上(First Semester)			下(Second Semester)			上(First Semester)			下(Second Semester)			上(First Semester)			下(Second Semester)			上(First Semester)			下(Second Semester)				
	科目Course Title	學分 Credit	時數 Hour	科目Course Title	學分 Credit	時數 Hour	科目Course Title	學分 Credit	時數 Hour	科目Course Title	學分 Credit	時數 Hour	科目Course Title	學分 Credit	時數 Hour	科目Course Title	學分 Credit	時數 Hour	科目Course Title	學分 Credit	時數 Hour	科目Course Title	學分 Credit	時數 Hour	學分 Credit	時數 Hour
通識課程 General Education	基礎華語(一) Basic Chinese (One)	5	10	基礎華語(二) Basic Chinese (Two)	3	3	實用華語(一) Practical Chinese (One)	2	2	實用華語(二) Practical Chinese (Two)	2	2														
	生活華語 Using Chinese in Life	3	3	台灣歷史與文化 Taiwan History and Culture	3	3	安全教育 Safety Education	1	1																	
	體育 Physical Education	2	2	人文素養 Humanistic quality	2	2	專業倫理 Professional Ethics	1	1																	
	小計/Subtotal	10	15		8	8		4	4		2	2		0	0		0	0		0	0		0	0	24	29
專業必修 General Education	餐飲服務實務 Hospitality Service Practice	2	2	觀光飯店經營管理與實務 Tourist Hotel Management and Practice	2	2	旅遊團體動能 Group Dynamics in Travel	2	2	觀光行銷學 Tourism Marketing	2	2	觀光行銷企劃實務 Tourism Marketing Planning and Practice	2	2	顧客關係管理 Customer Relationship Management	2	2	遊程規劃與設計 Tour Planning and Design	2	2	導覽解說技巧與實務 Tour Guide Interpretation Skill and Practice	2	2		
	觀光學 Tourism	2	2	活動企劃與管理 Activity Planning and Management	2	2	*商用套裝軟體 Commercial Software Package	2	2	國際禮儀 International Etiquette	2	2	觀光英語會話 Tourism English Conversation	2	2	旅行業資訊系統 Information Systems in Tourism	2	2	校外實習(五) Off-campus Internship (V)	6	6	校外實習(六) Off-campus Internship (VI)	6	6		
	旅館房務實務 Housekeeping Management	2	2	電腦應用實務 Computer Application Practice	2	2	台灣觀光資源 Taiwan Tourism Resources	2	2	觀光專業英語 Professional Tourism English	2	2	觀光媒體設計 Tourism Media Design	2	2	觀光行政與法規 Tourism Administration and Regulation	2	2	樂齡觀光活動規劃 Tourism Activity Planning for Senior	2	2	領隊與導遊實務 Tour Leader and Guide Practice	2	2		
	小計/Subtotal	6	6		6	6		6	6		6	6		6	6		6	6		10	10		10	10	56	56
專業選修 General Education	旅遊安全與衛生 Travel Safety and Hygiene	2	2	社區營造與觀光 Community Development and Tourism	2	2	校外實習(一) Off-campus Internship (I)	6	6	校外實習(二) Off-campus Internship (II)	6	6	校外實習(三) Off-campus Internship (III)	6	6	校外實習(四) Off-campus Internship (IV)	6	6	專題製作 Project	2	2	旅遊發展趨勢與討論 Tourism Development Trend Discussion	2	2		
	節慶活動與觀光 Festival Activity and Tourism	2	2	服務品質管理 Service Quality Management	2	2	*網路行銷 Internet Marketing	2	2	民宿經營實務 Bed & Breakfast Management Practice	2	2	阿里山旅遊專題 Ali Mountain Tour Project	2	2	旅遊報導與攝影 Travel Report and Photography	2	2	國際觀光旅遊專題 International Tourism Travel Project	2	2	會議與展覽行銷 MICE Marketing	2	2		
	茶與咖啡製作 Coffee and Tea Making	2	2	美食文化體驗 Experience of Food Culture	2	2	生態旅遊與環境教育 Ecotourism and environmental education	2	2	自行車觀光旅遊 Bicycle Sightseeing Tourism	2	2	旅遊糾紛案例分析 Case Study of Travel Disputes	2	2	觀光英語導覽訓練 Tourism English Guide Training	2	2	宴會管理 Banquet Management	2	2	渡假村經營實務 Resort Management and Practice	2	2		
				休閒體驗實務 Leisure Experiences Practice	2	2	專案管理 Project Management	2	2	國民旅遊實務 National Tourism Practice	2	2	地勤服務實務 Ground Service Practice	2	2	美姿美儀實務 Pose and Etiquette Practice	2	2									
				創意觀光產業實務 Creative Tourism Practice	2	2	主題樂園經營實務 Theme Park Management Practice	2	2	飲料與調酒實務 Drinks and Cocktail Making Practice	2	2	博奕服務基礎技術 Gaming Service Basic Skill	2	2	會議與展覽行銷 MICE Marketing	2	2									
預計最低選修學分/學時 Estimated minimum elective credits/hours		2	2		8	8		6	6		8	8		8	8		8	8		4	4		4	4	48	48
學分/學時小計 Credits/hours subtotal		18	23		22	22		16	16		16	16		14	14		14	14		14	14		14	14	128	133

備註：

Note:

一、華語課根據教育部規範開設

The Chinese language course is offered in accordance with the regulations formulated by the Ministry of Education

1. 第一學年第一學期至少5學分10學時。

1. In the first semester of the first academic year, at least 5 credits and 10 hours of Chinese language courses must be offered.

2. 第一學年第1學期另開設不具學分輔導課至少每週5學時。

2. In the first semester of the first academic year, an additional non-credit counseling course in the Chinese language must be offered for at least 5 hours per week.

3. 第一學年第二學期結束前須取得華語能力聽力與閱讀證照A2(基礎級)。

3. By the end of the second semester of the first academic year, students must obtain the Chinese language proficiency certificate for listening and reading at level A2 (basic level).

二、系所基本要求：

Basic requirements of the department:

1. 畢業學分數要求：至少需取得128學分方可畢業，其中包括(1)通識課程 (2)專業必修 (3)專業選修 等課程

1. Graduation credit requirements: At least 128 credits are required to graduate, including (1) general courses (2) professional compulsory courses (3) professional elective courses, etc.

2. 各年級各學期修習學分數規定：(1)一~二年級：16~25學分。(2)三年級：14~25學分、(3)四年級：9~25學分

2. Regulations on the number of credits for each grade and semester: (1) First to second grade: 16 to 25 credits. (2) Third grade: 14~25 credits, (3) Fourth grade: 9~25 credits

三、其他說明

other instructions

1. *表為需使用電腦之課程。

1. *The table below refers to courses that require the use of computers.

四、 訂(修)定歷程：112.06.20觀光休閒管理系111學年度第2學期第3次課程委員會通過。112.8.17數位管理學院112學年度第1學期第1次課程委員會議通過；112.09.05 112學年度第1學期第1次校課程委員會。

Revision (revision) process: 112.06.20 Passed by the 3rd Curriculum Committee of the 2nd Semester of the 111th Academic Year of the Department of Tourism and Leisure Management. 112.8.17 The 1st Curriculum Committee Meeting of the 1st Semester of the 112th Academic Year of the School of Digital Management was approved; 112.09.05 The 1st School Curriculum Committee Meeting of the 1st Semester of the 112th Academic Year.