

銘傳大學觀光學院『休閒科技學分學程』課程架構表

Ming Chuan University School of Tourism

Leisure Technology Focused Course Program Course Structure

執行單位：休閒遊憩管理學系2021-04-13

Implementing Unit: Leisure and Recreation

Management Department 2021-04-13

課程類型 (必或選修) Course Type (Required or Elective)	課程名稱 Course Title		開課年級 Year for offering course	學分數 Credits	備註(院系別) Note (School and Department)
必修 Required	20104	休憩學概論 Introduction to Leisure and Recreation	1	3	觀光學院 School of Tourism
必修 Required	18317	大數據行銷 Big Data Marketing	3	3	休憩系 Leisure and Recreation Mgmt Dept
必修 Required	20101	觀光學概論 Introduction to Tourism	1	3	觀光學院 School of Tourism
選修 Elective	11102	管理學 Management	1	3	觀光學院 School of Tourism
選修 Elective	18202	休憩環境資源調查 Resources Investigation in Leisure and Recreation	2	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	18262	休閒科技與互動 Leisure Technology and Interaction	2	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	14219	觀光行銷管理 Tourism Marketing Management	2	3	觀光系 Tourism Dept
選修 Elective	19232	餐旅行銷 Marketing for Hospitality	2	3	餐旅系 Hospitality Mgmt Dept
選修 Elective	18308	休憩活動設計 Leisure and Recreation Programming	3	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	14324	節慶活動規劃設計 Festival Planning and Activity Design	3	3	觀光系 Tourism Dept
選修 Elective	14399	旅遊資訊科技與傳播 Tourism Information and Communications Technology	3	3	觀光系 Tourism Dept
選修 Elective	19307	餐旅資訊管理 Hospitality Information Management	3	3	餐旅系 Hospitality Mgmt Dept
選修 Elective	19395	店鋪設計與規劃 Shop Design and Planning	3	3	餐旅系 Hospitality Mgmt Dept
選修 Elective	18461	休憩產業經營管理 The Operation and Management of Leisure Industry	4	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	18409	綠色產業管理 Green Industry Management	4	3	休憩系 Leisure and Recreation Mgmt Dept
選修 Elective	14417	旅遊產品策略與行程設計 Product Strategy and Tour Design	4	3	觀光系 Tourism Dept
選修 Elective	14490	旅行業與媒體 Travel Industry and Media	4	3	觀光系 Tourism Dept
選修 Elective	19483	餐旅電子商務 Hospitality E-Commerce	4	3	餐旅系 Hospitality Mgmt Dept

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備註：本學程學生於修業期間，必須修畢三門必修課程、四門選修課程，至少 20 學分(其中至少應有 6 學分不屬於學生原學系之科目)，經審查無誤後，由學校發給學分學程證明書。

Students are required to complete 20 credits (6 credits among these courses should not be involved in his or her required courses.) during the years allotted, including 3 required courses and 4 elective courses. Students are able to receive the Focused Course Program Certificate after approval.