

朝陽科技大學管理學院日間部休閒事業管理系四年制課程規劃表

Department of Leisure Services Management, Chaoyang University of Technology  
(applicable to day division students enrolled in 2021)

2024.11.13 16:59:41

	第一學年 First Year				第二學年 Second Year				第三學年 Third Year				第四學年 Fourth Year				
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校訂 必修 University Requirements	體育(體適能) Topics in Physical Education (Fitness)	2-2	生活英文 Everyday English	2-2	職場英文 Workplace English	2-2	職場英文 Workplace English	2-2									
	生活英文 Everyday English	2-2	體育(體適能) Topics in Physical Education (Fitness)	2-2	人文領域 Humanities	2-2	綜合領域 Miscellaneous	2-2									
	勞作教育 Labor Service Education	3-1	資通訊與AI應用 Information and communicatio n and AI application	2-2			自然科學領域 Natural Sciences	2-2									
			中文鑑賞與應用 Appreciation and Application of Chinese	2-2													
			勞作教育 Labor Service Education	3-1													
學分 Hours		7-5		11-9		4-4		6-6		0-0		0-0		0-0		0-0	

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專業 必修 Required Courses	經濟學 Economics	2-2	會計學 Accounting	2-2	統計學 Statistics	2-2	應用統計分析 Applied statistical analysis	2-2	校內實作 In Campus Implementation	2-2	畢業專題 Senior Project	3-3	校外實習 Internship	9-9			
	管理學 Management	2-2	休閒事業行銷管理 Marketing Management in Leisure Industry	2-2	休閒事業人力資源管理 Human Resource Management in Leisure Industry	2-2	服務業管理 Service Industry Management	2-2	休閒產業管理講座 Seminar in Leisure Industry Management	1-1							
	休閒遊憩觀光概論 Introduction to Leisure, Recreation, and Tourism	3-3	邏輯思考與運算 Programming logics and computation	2-2													
	休閒事業管理 Leisure Services Business Manager	1-1															
學分 Hours		8-8		6-6		4-4		4-4		3-3		3-3		9-9		0-0	

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專業 選修 Elective Courses	休閒社會學 Leisure sociology	2-2	休閒產業導論 Introduction of Leisure Industry	2-2	休閒服務溝通實務 Leisure service communication practice	2-2	休閒美學 Aesthetics in Leisure Lives	2-2			農產初級加工與食品安全 Primary food processing and food safety of agricultural products	2-2			企業實習 Enterprise Internship	9-9
	觀光地理學 Tourism Geography	2-2	休閒心理與行為 Psychology and Behavior in Leisure	2-2	樂活健康生活促進 Promote LOHAS health life	2-2	馬背領導學 Leadership lesson from the saddle	2-2							休閒體驗實務 Leisure Experience	2-2
	運動賞析 Sports analysis	2-2	遊客行為與環境 tourists' behavior and recreation environment	2-2											顧客關係管理實務 Customer relationship management practice	2-2
	世界飲食文化 World Food Culture	2-2	身材雕塑 Body Sculpt	2-2											綠色旅遊事業經營管理實務 Green tourism business management practice	2-2

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人際溝通與團隊建立 communicate relationship and build up teamwork	2-2	按摩與伸展實務 Massaging and Stretching Practice	2-2											運動健康理論與應用 Sports Health Theory and Application	2-2	
休閒職場專業日文(一) Professional Japanese (1)	2-2	接待禮儀與職業倫理 Reception Manner and Occupation Ethics	2-2											餐旅主管學 Supervision in the Hospitality Industry	2-2	
		休閒職場專業日文(二) Professional Japanese (2)	2-2											餐旅智慧營運管理 Hospitality Intelligent Management	2-2	
院訂選修Elective and allowed by the college																
		實用邏輯 Practical Logic	2-2	實用大數據 Practical Big Data Analytics	2-2	銀髮樂活管理 Senior LOHAS Management	2-2	數位管理 Digital Management	2-2	體驗式行銷 Experiential Marketing	2-2	企業講座 Lecture in Business	1-1	企業實務講座 Lecture of Business Practice	1-1	
				永續管理概論 Introduction to Sustainable Management	2-2					微電影企劃與製作 Writing for TV Program and Film Proposal	3-3	社會創新與社會企業 Social Innovation and Social Entrepreneurs hip	2-2	生涯發展與自我行銷 Career development and self-marketing	3-3	

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											金融科技實務專題 Financial Technology Practice Topic	4-4				
運動休閒選修Sports and Recreation Elective Course																
				身體組成概論 Introduction to the Body composition	2-2	運動傷害與防護 Sport Injury and Protection	2-2	健身運動理論與 實務 Personal Training Theory and Practice	2-2	運動場館經營管 理與實務 Operation and Management in Sports Center	2-2					
				運動企劃與行銷 Sports Marketing Planning and Practice	2-2	健康俱樂部管理 Management of Fitness Club	2-2	運動觀光 Sports Tourism	2-2	進階有氧運動 Advanced Aerobics- body combat	2-2					
				運動品牌與贊助 Sports Brand and Sponsorship	2-2	體適能管理與實 務 Physical Fitness Management and Practice	2-2	運動科技與應用 Application of Sports Technology	2-2	運動專業英文 Professional Sports English	2-2					

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					運動健康理論 Sports Health Theory	2-2	運動產品管理與實務 Sports Products Management in Practical and Application	2-2	運動大數據分析 Sports Big Data Analysis	2-2	賽會管理與實務 Sports Events management and practice	2-2				
					高爾夫球實務 Golf Practice	2-2	運動休閒活動規劃與實務 Sports and leisure activities planning and practice	2-2	特定族群運動休閒指導 Sports and Leisure Guidance of Specific Groups	2-2	運動營養與體重管理 Sport Nutrition and Weight Management	2-2				
									解說媒體製作與簡報技巧 Media Production and Presentation Skills	2-2	運動行銷個案管理實務 Sports Marketing Case Management Practices	2-2				
	綠色旅遊選修 Green Tourism Elective Course															
					導覽解說 Guiding and Explanation	2-2	戶外遊憩旅程規劃 Outdoor recreation Journey planning	2-2	休閒活動設計與評估 Planning and Evaluation on leisure Activity	2-2	生態旅遊與永續觀光 Ecotourism and Sustainable Tourism	2-2				

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					遊憩資源管理 Recreation Resource Management	2-2	旅遊專業英文 Professional Travel English	2-2	節慶活動管理 Festival and Activity Management	2-2	觀光行政與法規 Tourism Administration and Regulation	2-2				
					鄉村旅遊 Rural Tourism	2-2	旅行業經營管理 Travel Industry Management	2-2	度假中心經營管理 Resort Management	2-2	休閒農業經營管理 Leisure Farm Management	2-2				
					領隊與導遊實務 Leader and tour guide practice	2-2	旅遊商品銷售技巧 Selling skills for travel and tourism products	2-2	航空票務資訊系統 Air Ticketing Information System	2-2	綠色旅遊體驗規劃 Green tourism planning	2-2				
					遊憩衝突與管理 Recreation Conflict and Management	2-2	旅遊產業科技與應用 Technology Application in the Tourism Industry	2-2	觀光行銷方案設計 Tourism marketing program design	2-2	產業文化創意實作 On cutural orginality in industry	2-2				
									社群媒體經營管理 Social media management	2-2	休閒旅遊時事與媒體傳播 Leisure and the traveling news and media diffusion	2-2				
餐旅管理選修Restaurant and Hospitality Management Elective Course																

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					餐旅資訊系統 Hospitality Information Systems	2-2	餐旅英文會話 Hospitality English	2-2	餐旅創業實務 Hospitality entrepreneurs hip practice	2-2	餐旅空間營造 Hospitality Space Planning	2-2				
					餐廳經營管理 Restaurant management and operation	2-2	旅館經營管理 Hotel Management	2-2	創意烘焙實務 Creative Baking Practice	2-2	餐食創意產品開 發演練 Practice in Creative Food Production Development	1-1				
					餐旅衛生安全 Hospitality Sanitation and Safety	2-2	餐飲服務實務 Food and Beverage service Management and practice	2-2	餐旅創業實務演 練 Hospitality entrepreneurs hip practice drill	1-1	餐旅創意行銷企 劃 Creative marketing planning for hotel and restaurant	2-2				
					餐旅品牌管理 Brand Management for Hospitality Industry	2-2	餐旅連鎖經營管 理 Chain Hotel and Restaurant Operation and Management	2-2	宴會企劃與管理 Banquet planning and management	2-2	餐旅時事個案分 析 Current case analysis for hospitality industry	2-2				
					菜單設計與團膳 管理 Menu Design and group meal management	2-2	餐旅活動企劃與 管理 Hospitality Event Planning and Management	2-2	飲調創意產品開 發 Creative Beverage Product Development	2-2	旅宿櫃檯服務管 理 Front Office Service and Management of Hotel	2-2				



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									餐飲設施規劃與管理 Food and Beverage Facility Planning and Management	2-2	餐食創意產品開發 Creative Food Product Development	2-2				
									特色旅館與民宿經營管理 Theme hotel and B&B management	2-2	餐旅成本分析與收益管理 Cost Analysis and Yield Management for Hospitality Industry	2-2				
學分 Hours		12- 12		16- 16		38- 38		36- 36		39- 39		48- 48		3-3		25- 25
校訂必修 University Requirements	基礎通識及核心通識 Basic General Education Courses And Core General Education Courses				9科目24學分 9 Courses 24 Credits											
	通識自由選修 General Education Free Elective Credits				4學分，修課規範請詳閱全校性規定(四) 4 credits, [(suggested courses are listed under CYUT regulations for students in four-year day-time program(4)]											
專業必修 Required Courses	15科目37學分 15 Courses 37 Credits															
專業選修 Elective Courses	最少應選修本系專業選修48學分 (應各選擇1模組為主修課程及副修課程，並修習主、副修模組規定之必選課程，且至少修習主要模組26學分(含必選課程)) Students should take 48 credits elective courses required by department. Every student should select one major and one minor profession, and fulfill the required courses. At least 26 credits need to be taken in the major profession.															

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可承認之非本系學分數上限 Recognition limit of credits provided by other departments	15 學分 15 Credits															
最低畢業學分數 Total Requirement	128 學分 128 Credits															

一、全校性規定：

- (一)修習通過語言中心開設之「菁英英文I」、「菁英英文II」校訂選修課程，可以分別替代通識英文必修課程(不含航空機械系、飛航與民航人員技術系)，詳細課程內容及替代方式請參閱語言中心網站。
- (二)日間部四技生修習通識教育中心開設之創造力課程，通過者皆可認列為「專業選修學分」。
- (三)修習通識教育中心開設之基礎通識(必修18學分)及核心通識(至少6學分，分為人文領域、社會領域、自然科學領域、綜合領域等四領域)課程者，達24學分之後，有超修者，得認列為通識之自由選修學分。
- (四)通識之「自由選修」至多為4學分，含未認列之院通識課程、跨院系學程、微學程、微型課程、校訂選修及第三條所記超修「核心通識」課程。
- (五)外籍學生之校訂必修中文課程可用華語中心開設之華語系列必修課程抵免(或認列)，華語為母語之人士以及馬來西亞華人除外，詳細抵免(或認列)方式請至華語中心網站查詢。

二、本系之規定：

- (一) 本系日間部四年制學生須於畢業前通過系訂之專業證照檢定，方得畢業；詳細內容請參閱本系網站/證照專區/各類證照與點數畢業門檻相關資訊 查詢。
- (二) 本系課程分成「綠色旅遊」、「運動休閒」及「餐旅管理」三模組，學生應於1年級第2學期結束前，應各選擇1模組為主修課程及副修課程。
  - 1.主修模組課程：必須修習所屬主修模組訂定之必選課程，並至少修習主修模組26學分(含必選課程)，方可承認其主修模組。
    - (1) 主修[綠色旅遊模組]必選課程：「導覽解說」、「遊憩資源管理」、「戶外遊憩旅程規劃」、「休閒活動設計與評估」、「生態旅遊與永續觀光」。
    - (2) 主修[運動休閒模組]必選課程：「身體組成概論」、「運動企劃與行銷」、「運動傷害與防護」、「健身運動理論與實務」、「運動場館經營管理與實務」。
    - (3) 主修[餐旅管理模組]必選課程：「餐旅資訊系統」、「餐廳經營管理」、「餐旅英文會話」、「旅館經營管理」、「餐旅創業實務」。
  - 2.副修模組課程：必須從該模組所訂定之五門必選課程中，至少修習三門課程。

三、可承認之非本系學分數上限包含外系學分、課程規劃中未有之本系課程、超修本系專業選修學分或校訂必修及選修學分。

Regulations regarding course plan:

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- (1) Students who pass 'Elite English' offered by the Language Center are only eligible to waive credits for the required English courses offered by the General Education Center. For details, please visit the Language Center website.
- (2) For four-year day division students, General Education Center offers Innovation courses which can be certified as 'professional elective credits'.
- (3) The requirement of General Education consists of Basic General Education (18 Credits required) and Core General Education (at least 6 Credits selected from the fields of Humanities, Society, Nature and Miscellaneous interest). Extra credits taken from the General Education Center can be certified as 'General Education free selective credits'.
- (4) Four credits are required as the General Education free elective credits. These credits can be taken from College General Education courses, interdisciplinary study programs, miniature study programs, miniature courses or university-approved elective courses. The credits granted as free elective credits can not be used to fulfill other requirements. Extra credits taken from Core General Education courses mentioned in (3) can also be granted as the G.E. free elective credits.
- (5) Foreign students who pass Chinese courses offered by Chinese Learning Center are eligible for credit waiving in required Chinese courses for native students (except Malaysian Chinese whose native language is Chinese). For details, please visit the website of Chinese Learning Center.

2. Department regulations:

- (1) Students need to acquire certain professional certificates required by the department to be qualified to graduate. (detailed information can be found on department website)
- (2) Leisure Services Management Department offers three professional disciplines: Green Travel, Sports Leisure and Hospitality Management. Every student should select one major and one minor professions before the end of the second semester of his/her first year in university. Students need to fulfill the major and minor courses requirements. At least 26 credits need to be taken in the major profession.
- A. Required courses for major professions:
- (A) Green travel profession:
- Guiding and explanation.
  - Recreation resource management.
  - Outdoor recreation journey planning.
  - Planning and evaluation on leisure activity.
  - Ecotourism and sustainable tourism.
- (B) Sports leisure profession:
- Introduction to the body composition.

朝陽科技大學管理學院日間部休閒事業管理系四年制課程規劃表

Department of Leisure Services Management, Chaoyang University of Technology  
(applicable to day division students enrolled in 2021)

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	第一學年 First Year				第二學年 Second Year				第三學年 Third Year				第四學年 Fourth Year			
	上學期 First Semester	時數 學分 Hours Credit	下學期 Second Semester	時數 學分 Hours Credit	上學期 First Semester	時數 學分 Hours Credit	下學期 Second Semester	時數 學分 Hours Credit	上學期 First Semester	時數 學分 Hours Credit	下學期 Second Semester	時數 學分 Hours Credit	上學期 First Semester	時數 學分 Hours Credit	下學期 Second Semester	時數 學分 Hours Credit

- b. Sports marketing planning and practice.
- c. Sport injury and protection.
- d. Personal training theory and practice.
- e. Operation and management in sports center.

(C) Hospitality management profession:

- a. Hospitality information systems.
- b. Restaurant management and operation.
- c. Hospitality English.
- d. Hotel Management.
- e. Hospitality entrepreneurship practice.

B. Required course for minor professions: Students should choose any three courses from five required courses listed above.

3. Courses not offered by Leisure Services Department can be recognized as graduation credits only in following conditions: courses offered by other departments; courses which are not offered in Leisure Services Department; the exceeding credits; the required and selective courses offered by the University.