

南華大學 108 學年度 管理學院 旅遊管理學系課程時序表

108 學年度入學新生適用

108年3月27日本系107學年度第2學期第1次系課程會議通過
108年4月9日本院107學年度第2學期第1次院課程會議通過
108年4月25日107學年度第2學期第1次校課程會議通過
108年6月19日本系107學年度第2學期第3次系課程會議通過

本系學生畢業時至少應修滿131學分，包括

At the time of graduation, students should complete at least 131 credits, including:

1. 通識課程：31學分（詳見「本校108學年度學士班通識教育課程架構」）。

General Education 31 credits (see “The Curriculum Framework of General Education for the Foreign Undergraduate Students of Nanhua University”).

2. 院跨領域學程(必修)12學分，院基礎課程(必修)12學分、院共同專業選修課程6學分。

Interdisciplinary courses 12 credits, Management College Foundation 12 credits, Management College (Elective Courses) 6 credits.

3. 系必修：27學分；系選修：43學分。

Required courses 27 credits, Elective courses 43 credits

4. 專業選修學程：學生需修畢學程規定學分，方得於畢業證書上加註主修專業學程名稱。

Professional Program (Elective Courses) : to obtain the specific professional title on the certificate, students are required to complete the ★ marked courses

	一年級 (freshman)		上學期 Fall Semester		下學期 Spring Semester		二年級 (sophomore)		上學期 Fall Semester		下學期 Spring Semester		三年級 (junior)		上學期 Fall Semester		下學期 Spring Semester		四年級 (senior)		上學期 Fall Semester		下學期 Spring Semester		
	學分	時數	學分	時數	學分	時數	學分	時數	學分	時數	學分	時數	學分	時數	學分	時數	學分	時數	學分	時數	學分	時數	學分	時數	
	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	
院跨領域學分學程 12 學分 Interdisciplinary Courses 12 credits	1. 院跨領域學分學程為必修學程，畢業前應至少完成一個學程。 Interdisciplinary courses as required courses, at least take one course before graduation. 2. 課程及相關資訊，請詳見各院公告。修習院跨領域學分學程，請詳見本校學程實施辦法及學程辦法細則。 For related courses and information, please refer to the announcements of each department. For Interdisciplinary courses, please refer to the school's program implementation rules and details.																								
院基礎課程 12 學分 Management College Foundation 12 credits	經濟學(一) Economics	3	3			會計學(一) Accounting	3	3			統計學(一) Statistics	3	3												
	管理學 Management			3	3																				
院共同專業選修課程 6 學分 Management College (Elective Courses) 6 credits	上學期：國際禮儀(學分 3/時數 3)、專業企劃與簡報技巧(學分/3 時數 3)、溝通與談判(學分 3/時數 3) Fall Semester : International Etiquette (3 Credits/3 Hours)、Professional Planning and Presentation Skills (3 Credits/3 Hours)、Communication Negotiation (3 Credits/3 Hours) 下學期：商事法(學分 3/時數 3)、跨文化管理與溝通(學分 3/時數 3) Spring Semester : Business Law (3 Credits/3 Hours)、Intercultural Communication and Management (3 Credits/3 Hours) 1.108 學年度入學之管院學生，在畢業前須修過上列 5 門課的任 2 門。 Students who entered the school for the 108 academic year must select 2 courses listed above before graduation 2.管院會在每學期就該學期的課開設兩個班供院內各系學生選修，每班以六十人為上限。 Department of Management will provide two courses in each semester for students to take, up to 60 persons.																								
系核心課程 27 學分 Department Core Courses 27 Credits	觀光旅遊學 Tourism	3	3			旅遊事業行銷管理 Tourism Marketing			3	3	觀光行政與法規 Tourism Administration and Laws			3	3	旅遊產業實習(總整課程) Practice for Tourism Industry	6	6							
	溝通與表達 Communication and Expression			3	3	旅遊事業人力資源管理 Human Resource Management in Tourism	3	3			旅遊事業財務管理 Tourism Financial Management	3	3												
	我的學習地圖 My learning Road Trip	1	1								職場倫理(專業倫理) Organization Ethics			2	2										

職能名稱 Job Categories	OP／票務人員／旅行社人員 Operator / Ticketing Clerk / Travel Agency Personnel																			
旅行社專業 選修學程 (OP/票務) 24 學分 Elective Courses (OP/ ticket affairs) 24 credits	旅遊電子商務 Tourism E-commerce	3	3			旅行社作業實務 Travel Agency Job Practice	3	3			旅遊業作業軟體 Tourism Job Software	3	3			創意行程規劃與 分析 Tour Planning & Analysis	3	3		
	★旅行社經營 與管理 Travel Agency Management	3	3			★旅遊運輸管理 Tourism Transportation Management	3	3			★旅遊行程規劃 Tour Planning	3	3			旅遊實務專題 (總整課程) Seminar on tourism Practice (Capstone Course)	3	3		
	★航空票務 Air and Ticketing			3	3	旅遊票務訂位實 務與操作 Air Transportation and ticketing	3	3			旅遊糾紛處理 Tour disputes and handling			3	3					
	商用英文(全英) Business English			2	2	★旅遊心理學 Tourism Psychology	3	3												
職能名稱 Job Categories	導遊/領隊 Tour Guide / Tour Leader																			
旅行社專業 選修學程 (導遊/領隊) 24 學分 Elective Courses (Tour Guide/ Tour Leader) 24 credits	★觀光資源概論 Tourism Resources	3	3			★導遊領隊實務 Practice of tour guide and tour leader	3	3			文化旅遊 Cultural Tourism	3	3			航空業英文 (全英) English for the Aviation Industry (all in english)	2	2		
	★解說理論與實 務 Theory and Practice in Tourism Interpretation			3	3	★旅遊安全與緊 急事件處理 Tourism Safety and Emergency Management	3	3			領隊導遊口語訓 練 Speaking tour leader training	3	3			宗教旅遊 Religion Tourism	3	3		
	國際禮儀(屬院 共同專業選修 課程) International Etiquette	3	3			生態探索 Ecological Exploration	3	3			生態解說 Ecological Interpretation	3	3			國家風景區導覽 National Scenic Area Navigation			3	3
						台灣風景介紹 (全英) Introduction to Scenic Views of Taiwan (all in English)			2	2	生態旅遊 Ecotourism			3	3	旅遊實務專題 (總整課程) Seminar on tourism Practice (Capstone Course)	3	3		
職能名稱 Job Categories	飯店／旅館櫃檯人員／飯店服務人員 Hotel / Receptionist / Hotel Attendant																			
餐旅管理專 業選修學程 24 學分	旅館餐飲業英文 (全英) English for Hotel and Catering Industry (all in English)			2	2	★西餐製作(一) Western Cooking(I)	3	3			度假村經營與管 理 Resorts : management and operation			3	3	旅遊實務專題 (總整課程) Seminar on tourism Practice (Capstone Course)	3	3		
	★旅館業經營與 管理 Hospitality Management	3	3			烘焙製作 Baking And Pastry License Praticce	3	3			★客務實務 Customer Service for Practical operational capability	3	3							

	旅館業介紹 (全英) Introduction to the Hotel Industry (all in English)			2	2	★房務實務 Housekeeping practice	3	3			中餐製作(二) Chinese Cooking (II)	3	3					
	★餐飲業經營與 管理 Food & Beverage Industry Management	3	3			★中餐製作(一) Chinese Cooking (I)	3	3			西餐製作(二) Western Cooking(II)			3	3	蔬食製作 Vegetarian Food Preparation and Cooking	3	3
	餐飲備製 Principles Of Food Preparation And Laboratory			3	3	宴會服務 Banquet service			3	3								
專業選修學 程 Professional Elective Courses	「★」為該學程必選之課程 required to complete the ★ marked courses																	
證照及外語 輔導學程 License & 2 nd Language Counseling Courses						●台灣史地 Taiwan History and Geographic	2	2			●專業證照輔導 (一) Professional counseling license (I)	2	2			●兩岸及港澳關 係條例與現況 Regulations and cross-strait relations and the status of Hong Kong and Macao	2	2
						●世界史地 World History and Geographic			2	2	●專業證照輔導 (二) Professional counseling license (II)			2	2			
						旅遊日文(一) Travel Japanese (I)	2	2			旅遊日文(三) Travel Japanese (III)	2	2			旅遊日文(五) Travel Japanese (V)	2	2
						旅遊日文(二) Travel Japanese (II)			2	2	旅遊日文(四) Travel Japanese (IV)			2	2			
學分總計 All Credits	至少 131 學分(131 credits) At least 131 credits																	

Course Description:

- 一、 At the time of graduation, students should complete at least 131 credits, including:
 - (一) Elective Courses 43 credits [including Elective Courses (OP/ Ticket Affairs), Elective Courses (Tour Guide/ Tour Leader), Hotel Management and License & 2nd Language Counseling Courses].
 - (二) There are three main elective course sections, students are required to complete one of the section and the ★ marked courses are the must for students to take from the section. The three sections are:
 - (1) Elective Courses (OP/ Ticket Affairs) 24 credits
 - (2) Elective Courses (Tour Guide/ Tour Leader) 24 credits
 - (3) Hotel Management 24 credits
 - (三) Students are required to take at least 19 credits besides the main elective course section(24credits), to complete the 43 credits for elective courses.
- 二、 Informal Courses:
 - (一) Approval of Life Conscious: Corporate Visit (1 time), Service Education for 2 semesters, complete both of the requirements to graduate.
 - (二) Students must attend 9 speeches, 1 department activity, 1 certificate for Tour Guide or Tour Leader, 1 certificate for ABACUS GDS (Global Distribution System), on duty at the school Travel Agency for a specific period of time, 480 hrs for Internship, TOEIC at least 500 marks or Japanese proficiency Level 4. Complete the stated requirements to graduate.
- 三、 Graduate Requirements:
 - (一) Professional Tourism Ability:
 - (1) Certificate for Tour Guide or Tour leader is a must. For those who get others Tourism related certificates, is required to take the 「●」 marked courses at the 'License & 2nd Language Counseling Courses' section for 4 credits. For those who didn't get any of the certificate is required to take the 「●」 marked courses at the License & 2nd Language Counseling Courses for 10 credits. The credits above can be counted as a part of the 131 graduation credits.
 - (2) At the 'Air and Ticketing' course, students are required to pass the ABACUS GDS (Global Distribution System) to get the certificate.
 - (3) At the 'Travel Agency and Managemnt' course, students are required to be on duty at the school Travel Agency for a specific period of time to graduate.
 - (二) Tourism Planning Ability: Attend at least 1 'Run Design and Planning' Competition
 - (三) Tourism Practice Ability:
 - (1) Attend at least 1 Department Activity and 9 Speeches
 - (2) Workplace Experience: Students must complete at least 480 hrs for Internship at the related Tourism Industry and pass the internship examination that given by the company. After the Internship, students must hand in a internship report within 1 week to aquire 6 credits for the 'Practice for Tourism Industry' course.
 - (四) 2nd Language Graduation Qualification: TOEIC at least 500 marks or Japanese proficiency Level 4. For those who get the require English & Japanese qualification is required to take at least 2 credits of the 2nd Language Courses, and for those who didn't get the require English & Japanese qualification is required to take at least 10 credits of the full English Courses that opened by Tourism Department or Tourism English opened by the Language Teaching Center or Travel Japanese(I) to (V) or the related courses opened by College of Humanities.