

餐旅管理研究所

碩士在職專班課程標準表(適用 112 學年度起入學學生)

第一學年 First Year				
科目 Subject	第一學期 First Semester		第二學期 Second Semester	
	學分 Credit	時數 Hours	學分 Credit	時數 Hours
必修 Required				
研究方法 Research Method	3	3		
專業選修 Professional Elective				
餐旅數位行銷管理研究 Digital Marketing Management Research in Hospitality Industry	3	3		
餐旅人力資源管理研究 Research in Human Resources Management in Hospitality Industry	3	3		
餐飲管理研究 Research in Foodservice Management	3	3		
旅店管理研究 Hotel & Lodging Management Research	3	3		
餐旅心智與行為科學研究 Mind Science and Behavioral Science in Hospitality Research	3	3		
永續餐旅與營收管理 Sustainability and Revenue Management in Hospitality Industry	3	3		
數量分析方法 Quantitative Methods			3	3
質性研究 Qualitative Research			3	3
餐旅服務科學研究 Service Science Research in the Hospitality Industry			3	3
餐旅財務管理研究 Research in Hospitality Financial Management			3	3
餐旅產業智能研究與進階統計分析 Business intelligence in hospitality industry and Advanced Statistics			3	3
餐旅品牌管理研究 Research in Hospitality Brand Management			3	3
餐旅創業管理 Entrepreneurship Management of Hospitality Industry			3	3

第二學年 First Year				
科目 Subject	第一學期 First Semester		第二學期 Second Semester	
	學分 Credit	時數 Hours	學分 Credit	時數 Hours
必修 Required				
餐旅專題研究 Seminar in Hospitality Management	3	3		
碩士論文 Master Thesis			6	6
專業選修 Professional Elective				
餐旅研發創新研究 Research in innovation and Creativity of Hospitality	3	3		
餐旅連鎖經營管理研究 Research in Hospitality Chain Management	3	3		
餐旅財務資訊分析與應用 Analytics and Application of Finance Information in Hospitality Industry	3	3		
消費者行為研究 Research in Consumer Behavior	3	3		
餐旅組織行為研究 Study of Hospitality Organizational Behavior	3	3		
餐旅企業經營診斷 Hospitality Enterprise Diagnosis	3	3		
餐旅科技策略研究 Hospitality Technology Strategy	3	3		
餐旅領導與統御研究 Research in Hospitality Leadership			3	3
餐旅策略管理研究 Research in Strategic Management in the Hospitality Industry			3	3
餐旅投資管理研究 Research in Hospitality Investment Management			3	3
顧客關係研究 Research Issues in Customer Relationships			3	3
餐旅產業數位轉型研究 Research in the Hospitality Industry Digital Transformation			3	3