

銘傳大學觀光學院「住宿業經營管理學分學程」課程架構表

Ming Chuan University School of Tourism Lodging Operating Management Focused Course

Program Curriculum Framework

執行單位：餐旅管理學系

Unit of Execution: Department of Hospitality Management

類型	科目代號	課程名稱	學分數	備註(院系別)
Type	Subject Code	Name of Subject	Credit Hour	Note
基礎課程 Basic Subjects	19105	旅館管理 Hotel Management	3	餐旅系 Department of Hospitality Management
	19106	餐飲服務 Food and Beverage Service	3	餐旅系 Department of Hospitality Management
	20119	餐旅管理導論 An Introduction to Hospitality Management	3	觀光學院 School of Tourism
	19252	客房實務 Practical Housekeeping Management	3	餐旅系 Department of Hospitality Management
	11102	管理學 Management	3	觀光學院 School of Tourism
核心課程 Core Subjects	19310	菜單設計與成本控制 Menu Design and Cost Control	3	餐旅系 Department of Hospitality Management
	19477	餐旅服務品質管理 Hospitality Services Marketing	2	餐旅系 Department of Hospitality Management
	19468	民宿經營與管理 Bed and Breakfast Operations and Management	3	餐旅系 Department of Hospitality Management
	19232	餐旅行銷 Hospitality Marketing	3	餐旅系 Department of Hospitality Management
	18254	渡假村管理 Resort Management	3	休憩系 Department of Leisure and Recreation Administration
進階課程 Advanced Subjects	20101	觀光學概論 Introduction to Tourism	3	觀光學院 School of Tourism
	14221	會議與展覽管理(一) Convention and Exhibition Management (I)	3	觀光系 Department of Tourism
	19311	飲料管理(一) Beverage Management (I)	2	餐旅系 Department of Hospitality Management
	19385	餐旅設施規劃與設計 Food Service Facilities Planning and Design	2	餐旅系 Department of Hospitality Management
	19104	食品衛生與安全 Food Safety and Sanitation	2	餐旅系 Department of Hospitality Management
	19479	旅館開發與規劃 Hotel Development and Planning	3	餐旅系 Department of Hospitality Management
	19253	餐旅職涯規劃與職能證照 Hospitality Career Planning and Professional Certification	2	餐旅系 Department of Hospitality Management
	19481	餐旅策略品牌管理 Strategic Brand Management in the Hospitality Industry	2	餐旅系 Department of Hospitality Management
	19254	餐旅專業倫理 Hospitality Professional Ethics	2	餐旅系 Department of Hospitality Management
	19383	餐旅連鎖 Franchising in the hospitality Industry	2	餐旅系 Department of Hospitality Management
	14320	領隊導遊實務 Tour Guide Practices	3	觀光系 Department of Tourism
	14387	觀光行政與法規 Tourism Administration and Regulations	3	觀光系 Department of Tourism
	14223	國際禮儀 Etiquette	3	觀光系 Department of Tourism
	14396	旅行業經營學 Travel Agency Management	3	觀光系 Department of Tourism
14394	會議與展覽管理(二) Convention and Exhibition Management II	3	觀光系 Department of Tourism	

14491	旅遊糾紛與風險管理 Travel Disputes and Risk Administration	3	觀光系 Department of Tourism
18301	商業遊憩 Commercial Recreation	3	休憩系 Department of Leisure and Recreation Administration
18472	休憩環境不動產開發 Real Estate Development in Leisure and Recreation	3	休憩系 Department of Leisure and Recreation Administration
18305	安全與風險管理 Safety & Risk Management	3	休憩系 Department of Leisure and Recreation Administration
18308	休憩活動設計 Leisure and Recreation Programming	3	休憩系 Department of Leisure and Recreation Administration
18409	綠色產業管理 Green Management	3	休憩系 Department of Leisure and Recreation Administration

備註：本學程學生於修業期間，必須修畢兩門基礎課程、兩門核心課程及三門進階課程，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 2 basic subjects, 2 core subjects and 3 advanced subjects. Students are able to receive the Food and Beverage Management Focused Course Program Certificate after approval.

