

I-SHOU UNIVERSITY Program in Intelligent Tourism and Hospitality Management 4-Year Curriculum for Students Admitted in Academic Year 2025

Category	Freshman Year(2025)		Sophomore Year(2026)	
GE core courses: required (17 credits)	A85A02 English Reading [3]1st A93A29 Smart Tech 101 [2]1st A85A01 Chinese Literature [3]1st		A93A28 Unraveling the Mystery of Health [2] 2nd A85A03 English Writing and Composition [3] 2nd	
College-required courses (3 credits)	A85811 Management and Managerial Practice [3]2 nd			
College-electives courses	A85121 Exploring Aesthetics with AI [2]2nd			
Category	Freshman Year(2025)	Sophomore Year(2026)	Junior Year(2027)	Senior Year(2028)
Department-required courses (30 credits)	A28101 Introduction to the Hospitality Industry [3]1st A28102 T&H Career Insights [1]1st A28103 Introduction to Tourism [3]2nd	A28201 Marketing Management [3]1st A28202 Human Resource Management [3]1st A28203 Tourism Technology Strategies [3]2nd A28204 Presentation and Communication Skills [3]2nd	A28301 Business Law [2]1st A28302 Research Methods [3]2nd	A28401 English Proficiency [0]1st A28402 International Studies [0]1st A28403 English Writing in Research [3]1st A28404 Special Project [3]2nd
Departmental electives (≥48 credits)	A28104 World Food and Beverage Culture [3]1st2nd A28105 Data Analytics for Business and Decision-Making [3]1st A28106 Economics [3]1st A28107 Statistics [3]2nd	A28205 Lodging Management [3]1st2nd A28206 Theme Park Management [3]1st2nd A28207 Applying Generative AI to Event Planning and Marketing [3]1st2nd A28208 Niche and Special Interest Tourism [3]1st2nd A28209 AI Innovation and Applications in Tourism and Hospitality [3]1st2nd	A28303 Practical Internship (I) [5]1st A28304 Professional Internship (I) [4]1st A28305 Practical Internship (II) [5]2nd A28306 Professional Internship (II) [4]2nd A28307 Sustainable Tourism [3]1st2nd A28308 Travel Agency Operations [3]1st2nd A28309 Tour Guiding [3]1st2nd A28310 Business Communication Etiquette [3]1st2nd A28311 Customer Relationship Management [3]1st2nd A28312 Food and Beverage Tourism [3]1st2nd A28313 E-Commerce and Internet Marketing [3]1st2nd	A28405 Banquet and Catering Operations [3]1st2nd A28406 Bar and Beverage Management [3]1st2nd A28407 Consumer Behavior [3]1st2nd A28408 Wine Appreciation [3]1st2nd A28409 Practical Internship III [5]2nd A28410 Professional Internship III [4]2nd

			A28314 International Cuisine [3]1st2nd A28315 Appreciation of Chinese Tea Art [2]1st2nd A28316 Digital Marketing and Social Media [3]1st2nd A28317 The Development of Coffee Industry and Its Technology Application [3]1st2nd A28318 The Craft of Sweet and Savory: Desserts and Dim Sum [3]1st2nd	
GE liberal arts education	GE liberal arts education: elective, 10 credits from “Humanities and Arts”, “Nature and Technology”			
Cross-domain electives	Up to 20 credits earned from courses, whether required or elective, offered by other departments/programs at I-Shou University or its partner universities will be recognized by the Department as credits from electives.			
Credits required for graduation from the Department	128 Credits			
Note	- Students must pass the "English Proficiency Graduation Qualification Test and Assignment Regulations" of the Program in addition to completing the total number of graduation credits within the period of study to be eligible for graduation. - Students must study abroad or complete "International Studies" before graduation. For international studies regulations, please refer to "Regulations for Implementation of International Studies for Students of International College at I-Shou University".			