

義守大學 智慧觀光餐旅管理英語學士學位學程 115學年度入學新生四年課程計畫表

類別	大一		大二	
校必修 通識核心 (17學分)	A85A02 英文閱讀[3]上 A93A29 智慧科技密碼 [2]上 A85A01 華語社會與文化 [3]上		A93A20 程式設計(Python) [2]下 A93A15 體育(一) [1]上 A93A16 體育(二) [1]下	
院必修 (3學分)	A85E05管理學與管理實務[3]下 A85F05管理實務演練[0]下			
院選修	A85I21 AI美學探索 [2]下			
類別	大一	大二	大三	大四
學系 必修 (28學分)	A28101 餐旅業概論 [3]上 A28102 觀光餐旅職涯探索 [1]上 A28103 觀光概論[3]下 A28108 觀光暨餐旅跨文化溝通[2]下	A28201 行銷管理[3]上 A28202 人力資源管理 [3]上 A28203 觀光科技策略 [3]下 A28204 簡報與溝通技巧 [3]下	A28302 研究方法[3]下	A28401 英語能力 [0]上 A28402 國際研習[0]上 A28403 專題英文寫作[3]上 A28411 畢業專題[2]下 A28412 跨域創新展演與發表 [1]下 A28B98 跨域能力 [0]上
學系 專業 選修 (≥50學分)	A28104 世界飲食文化 [3]上下 A28105 數據分析 [3]上 A28106 經濟學 [3]上 A28107 統計學[3]下	A28205 旅館管理[3]上下 A28206 主題樂園管理[3]上下 A28211 活動企劃行銷與AI應用[3] 上下 A28208 主題旅遊[3]上下 A28209 AI 創新與觀光餐旅應用 [3]上下 A28210 旅遊文化地理觀點[3]上下	A28303 實務實習(一) [5]上 A28304 專業實習(一) [4]上 A28305 實務實習(二) [5]下 A28306 專業實習(二) [4]下 A28307 永續觀光[3]上下 A28308 旅運管理[3]上下 A28309 導遊實務[3]上下 A28310 商務溝通禮儀[3]上下 A28311 顧客關係管理[3]上下 A28312 餐飲旅遊[3]上下 A28313 電子商務與網路行銷[3]上下 A28314 國際料理[3]上下 A28315 中華茶藝賞析[2]上下 A28316 數位行銷與社群管理[3]上下 A28317 咖啡產業發展與科技應用[3]上下 A28318 甜鹹工藝[3]上下 A28320 商事法[2]上 A28319 觀光與餐旅服務品質管理[3]上下	A28405 宴會與餐飲運作[3]上 下 A28413 智慧吧檯與飲品管理 [3]上下 A28407 消費者行為[3]上下 A28408 葡萄酒賞析[3]上下 A28409 實務實習(三) [5]下 A28410 專業實習(三) [4]下
博雅選修	學生自「人文與藝術」、「自然與科技」及「社會科學」等領域之通識博雅課程選修 10 學分。			
跨域選修	學生可自由跨域選修外系課程或至與學校有合作之大學選課，至多 20 學分。			
畢業總學分	128 學分			
備 註	自115學年度起入學之學士班學生，於規定修業年限內，須同時符合下列全部條件，方具畢業資格： 一、修滿主修學系規定之總畢業學分數 二、學生於修業年限內，必須出國研修或完成「國際研習」。國際研習相關規定請參閱《義守大學國際學院學生國際研習辦法》。 三、達到本校「英語能力」畢業資格檢定所公告之標準，並取得本校認可之有效證明文件。 四、符合「跨域學習」包括修畢本校認可之輔系或雙主修；或修畢本校開設之跨域學分學程或微學分學程，並取得該學程核發之修畢證明。			



I-SHOU UNIVERSITY Program in Intelligent Tourism and Hospitality Management 4-Year Curriculum for Students Admitted in Academic Year 2026

Category	Freshman Year		Sophomore Year	
GE core courses: required (17 credits)	A85A02 English Reading [3]1st A93A28 Unraveling the Mystery of Health [2] 2nd A93A29 Smart Tech 101 [2]1st A85A03 English Writing and Composition [3] 2nd A85A01 Chinese society and culture [3]1st		A93A15 Physical Education (I) [1]1st A93A16 Physical Education (II) [1]2nd A93A20 Programming (Python) [2]2nd	
College-required courses (3 credits)	A85E05 Management and Managerial Practice Management Practicum [3] 2nd A85F05 Management Practicum [0] 2nd			
Collegelectives Courses	A85121 Exploring Aesthetics with AI [2]2nd			
Category	Freshman Year	Sophomore Year	Junior Year	Senior Year
Department-required courses (28 credits)	A28101 Introduction to the Hospitality Industry [3]1st A28102 T&H Career Insights [1]1st A28103 Introduction to Tourism [3]2nd A28108 Cross-Cultural Communication for Tourism and Hospitality [2]1st	A28201 Marketing Management [3]1st A28202 Human Resource Management [3]1st A28203 Tourism Technology Strategies [3]2nd A28204 Presentation and Communication Skills [3]2nd	A28302 Research Methods [3]2nd	A28401 English Proficiency [0]1st A28402 International Studies [0]1st A28403 English Writing in Research [3]1st A28411 Special Project [2]2nd A28412 Interdisciplinary innovation exhibitions and presentations [1]2nd A28B98 Interdisciplinary Competencies [0]1st
Departmental electives (≥50 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 A28211 Event Planning, Marketing, and AI Integration [3]1st2nd A28208 Niche and Special Interest Tourism [3]1st2nd A28209 AI Innovation and Applications in Tourism and Hospitality [3]1st2nd A28210 Tourism Perspectives on Cultural Geography [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	A28405 Banquet and Catering Operations [3]1st2nd A28413 Smart 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
GE liberal arts education	GE liberal arts education: elective, 10 credits from “Humanities and Arts”, “Nature and Technology”, “Social Science”			
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	Undergraduate students admitted to the University in or after Academic Year 2026 are required to fulfill all of the following requirements during the prescribed duration of study to be eligible for graduation: I. Earning the number of course credits required by their major department; II. 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". III. Meeting the University's "English Proficiency" standards for graduation and submitting a valid test report or supporting documentation recognized by the University. IV. Fulfilling the "Interdisciplinary Learning" requirement by completing a minor, a secondary major, or an interdisciplinary/micro-credit program recognized by the University, with the acquisition of a formal certificate of completion.			

