

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.			

