

必修

高等研究法 Advanced Research Methods

A practical course designed to help graduate students arrive at a workable thesis plan, & a comprehensive knowledge (& some experience) of the resources available to them to pursue it. It covers the thesis as a type of writing, project planning, time management, information retrieval, & professional skills.

專題討論(一)Seminar (一)

This course aims to enhance students' understanding of the trends of hospitality topics. Through the lens of newly research theory and discussion in class, students can become familiar with the latest hospitality issues and can develop new concepts that can be used in their future research.

統計與資料處理 Statistics and Data Analysis

The course provides students with knowledge of literacy and quantitative analysis methods of operation, and enhances the ability of quantitative research to use the various statistical techniques, deal with specific operation and analysis of quantitative data.

餐旅產業發展研究 Hospitality Industry Prospect Study

This course provides an understanding of the dynamic and proactive orientations underlying hospitality industry in an interdisciplinary perspective, to help graduate students prepare for changing environments.

專題討論 (二) Seminar(二)

The course is designed to expose students to become familiar with the latest research in the field of hospitality studies. The objective of this course is to cultivate students' critical thinking and giving constructive comments on others' research proposals. Students are required to complete the assigned readings before the class and participating in class discussions.

選修

餐旅消費行為研究 Research on Hospitality Consumer Behavior

This course is concerned with how and why people behave as consumers in hospitality industry. Its goals are to: (1) provide conceptual understanding of consumer behavior, (2) provide experience in the application of buyer behavior concepts to marketing management decisions and social policy decision-making; and (3) to develop analytical capability in using behavioral research. Students will apply psychological, social and cultural concepts to hospitality marketing decision making. Topics include the importance of consumer behavior and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.

餐飲與宴會經營研究 Research on Restaurant and Banquet Management

This course aims to let students understand restaurant and banquet management and trends. Students will be asked to propose and conduct practical food and beverage planning, as well as explore the difference between academia and industry toward restaurant and banquet management.

旅館管理研究 Research Issues on Hotel Management

The purpose of this course is to provide students with an exposure to research concepts, theories, and methodologies of customer service marketing and merchandising with emphasis on the application of those in the promotion of lodging operations in the United States and Taiwan. In addition to review the customer service research literature in the lodging industry, students will work to investigate strategies for managing lodging operations in the field of human resource, marketing, front office, accounting, and food and beverage areas.

餐旅人力資源管理研究 Research on Hospitality Human Resources Management

This course takes an integrated look at HRM policies and practices in the hospitality industry. Utilizing existing HRM theory and practice, this course contextualizes it to the hospitality industry by looking at the specific employment practices of this industry. Students initially will be set the scene with a broad review of the evidence of HRM practice within the hospitality industry. This course then begins to focus much more explicitly on a variety of HR policies and practices such as: Strategic HRM planning, Recruitment and selection, Evaluation and training, Legislation and equal opportunities, Staff health and welfare, Remuneration strategies in the industry. Critical issues and international case studies of the hospitality industry will be provided to help students exercise problem solving techniques and contextualize learning throughout this course.

綠色餐旅與永續發展研究 Research on Green Hospitality and Sustainable Development

This course provides students with a comprehensive framework for applying sustainability to different aspects of hospitality and tourism. Through research paper discussion, best practices sharing, and case studies in class, the students not only can increase their understanding on the environmental issues, technologies, best practices, and management regarding green hotels, restaurants, and tourism, but also can enhance their abilities to cope with the future trend of the green economy and sustainable development in the hospitality industry.

餐飲品質管理研究 Research on Quality Management of F & B

This course provides an integrated look at food quality indicator and certification, food safety and sanitation policies, and auditor practice training in the food and beverage industry. Through research paper discussion, case studies, business field trips in restaurant, catering or franchise business, the students will obtain knowledge including how to control food quality, new management method and new trends in the hospitality industry.

餐旅服務創新與管理研究 Research on Hospitality Service Innovation and Management

This course provides students with an extensive understanding of the definition, activity, and skills of innovation; and the connotations, characteristics, and related theories of service in the hospitality industry. Through commentary on research papers, practical case studies and discussions, expert speeches, and field teaching in the hospitality industry, students will obtain knowledge of the service innovation and management trends in the hospitality industry, and enhance their innovation and research abilities.

全球餐旅事業經營研究 Research on Global Hospitality Business Management

This course provides students with an extensive understanding of the global hospitality markets. Through research paper discussion, case studies, business field trips in the hotel, tourism, and service industries, student will obtain knowledge of the trends in the hospitality industry. More specifically, the global innovation, related strategies, and cultural impacts of the industry will be discussed.

創新餐旅科技研究 Research on Innovative Hospitality Technologies

The course prepares students who are potential hospitality professionals to enhance their understanding of the trends of hospitality technology. Through the lens of newly technology theory and practice in hospitality study, students will develop a new perspective on contemporary issues. Multiple dimensions of technology trends in hospitality area will be studied and discussed along the course development. The objective of the course will be achieved through technology related case studies, in-class research discussion, and tech related proposal presentations.

世界飲食文化研究 The World's Food Culture

The goal of this course is to understand the meanings and cultures of food across different regions from perspectives of human development and geographical distribution. The course mainly focuses on dietary characteristics and food cultures in selected countries of the world. The student will be assigned to study the food culture in an area of the world as a topic, covering food items and cuisines, dietary behavior, as well local history, geography, demography and ethnic cultures.

餐旅策略管理研究 Research Issues on Hospitality Strategic Management

This course provides a platform where modern issues of strategic management will be proposed and discussed in a context of hospitality industry. Graduate students learn how to develop a framework on their own which articulate their strategic thinking of hospitality management.

餐旅業公共關係與危機處理研究

Research Issues on Public Relations and Crisis Management for Hospitality

The course provides students to understand and create a crisis management operation strategies and hospitality industry public relations, media relations through learning course content, planning, crisis management for the event, and complemented by discussion of practical cases, foster strengthening of public relations and hospitality industry crisis management capability.

觀光餐旅行銷研究 Seminar on Tourism & Hospitality Marketing

This course exposes and prepares students to conceptual and practical issues in contemporary tourism and hospitality marketing. Topics include branding and innovation in experiential marketing, social media marketing, ecotourism, sustainable operations. Etc. Students will apply their knowledge and skills to create an innovative tourism/hospitality marketing plan.

訓練與發展 Training & development

This course includes the process of training and developing people in hospitality organizations. It also includes the study of core functions of human resource development and the development of an understanding of workplace competency standards. Students will be able to design and conduct needs analysis and to plan, implement and evaluate training programs.

綜合渡假村研究 Resort Management and Research

The course is designed to expose students to the unique operating conditions and management challenges associated with integrated resort properties. An overview of gaming and resort operation, rules, and research will be necessary, serving as a foundation for topics related to integrated resort management and research. The course is not intended to be a training exercise for those interested in learning to deal with games. The research of the gaming and entertainment industry vernacular will be reviewed, as the definition of these terms and interested topics aids in the discussion of course. The research on history and current issues of the gaming industry and its regulatory environment will also be discussed, as much of the modern management and marketing practices are influenced by these historical and recent events.

餐旅行銷研究 Hospitality Marketing Research

This course provides an integration of hospitality marketing theories and methodology which helps graduate students to learn how to solve practical problems in the hospitality industry.

專業餐旅英文會話與演說 Professional English Communication in Hospitality

This course emphasizes on the principles of professional practice, including conversation, public speech, scholarly and technical writing, effective managerial strategies, and the student's transition to the professional workplace.

餐旅財務管理研究 Research on Financial Management in Hospitality

This course is designed to integrate the fundamental concepts of accounting and financial reporting, managerial accounting and introductory business finance with the concepts and tools of financial management in hospitality organizations. This course will emphasize on the analysis of the financial strength and weakness of a hospitable firm, cost benefit analysis of asset acquisitions, analysis of cash flows and valuation concepts and techniques. Financial Management in the Hospitality Industry is an advanced and an applied course. Students will apply finance valuation techniques using Taiwan Economic Journal financial data, integrate finance concepts and quantitative analyses into logical business solutions, and make and defend decisions regarding a business problem at hand.

餐旅資訊管理研究 Research on Hospitality and Tourism Management Information Systems

This course exposes and prepares students to conceptual and practical issues in contemporary tourism and hospitality information Management. Topics include software, hotel information systems, restaurant information system, e-commerce. Etc. Students will able to apply their knowledge and skills to practical operations.

連鎖餐飲業生命週期研究 Life Cycle Study on Chain Restaurants

The purpose of studying the Life Cycle Analysis of foodservice brand is to understand why and how a brand succeed or fail. The objectives of this course are to: Identify and understand the factors affecting the life cycle of a foodservice brand. Students will learn the important criteria and factors that influencing foodservice operation, by reviewing the reference articles. Students will learn how to examine the LCA of a current foodservice brand and identify its status (succeed or fail) by writing and presenting the Critical Issue Paper and Case Analysis Group Project. Students will learn how foodservice brands operate by conducting an Interview Report and Field trip.

國際餐旅行銷研究 Research on International Hospitality Marketing

This course provides an understanding of the global, cultural, and proactive orientations underlying international hospitality marketing in an interdisciplinary perspective, to help students prepare for changing global marketing environments.