

# 111 學年度休閒與遊憩管理學系 雙聯學位學程(3+1)春季班 Asia University

## 2022 Curriculum of Department of Leisure and Recreation Management for 3+1 Dual Degree Undergraduate Programs

Credits for Graduation: 43 credits for Bachelor degree

Approved by the University Curriculum Committee on 10/04/2023

類別 Category	中文課程名稱 Chinese Course Title	英文課程名稱 English Course Title	修課 年級 Year of the program	修課 學期 Semester	學分數 Credits	備註 Remarks	
校級通識課程 7 學分 Required courses of General Education 7 Credits	必修 4 學分 (7 選 2) Required 4 credits	基礎華語文(一)	Beginner Chinese I	4	1	2	CEFR: A1
		基礎華語文(二)	Beginner Chinese II	4	2	2	CEFR: A1
		初級中文文法	Elementary Chinese Grammar	4	2	2	CEFR: A2
		基礎華語文閱讀與寫作	Beginner Chinese Reading and Writing	4	2	2	CEFR: A2
	必修 3 學分 Required 3 credits	進階華語文會話與聽力(一)	Intermediate Chinese Conversation and Listening I	4	1	2	CEFR: A2
		臺灣/中國文化導讀(一)	Introduction of Taiwanese/Chinese Culture I	4	1	2	CEFR: A1-A2
		臺灣/中國文化導讀(二)	Introduction of Taiwanese/Chinese Culture II	4	1	2	CEFR: A1-A2
		商用英文會話	Business English Conversation	4	1	3	

Category	Chinese Course Title	English Course Title	Year of the Program	Semester	Credits	Reference
管院核心課程 15 學分 Core Courses of the College of Management 15 Credits	行銷管理	Marketing Management	4th	1 <sup>st</sup>	3	
	大數據分析	Big Data Analysis	4th	1 <sup>st</sup>	3	
	企業管理與永續經營	Business Administration and Sustainability	4th	2 <sup>nd</sup>	3	
	消費者行為	Consumer Behavior	4th	1 <sup>st</sup>	3	
	生態旅遊	Ecotourism	4th	1 <sup>st</sup>	3	
專業學程 21 學分 Professional Program 21 Credits	人工智慧與管理	Artificial Intelligence and Management	4th	1 <sup>st</sup>	3	
	餐旅觀光行銷	Hospitality & Tourism Marketing	4th	2 <sup>st</sup>	3	
	領隊與導遊實務	Tour Leader and Guide practice	4th	2 <sup>st</sup>	3	
	專題研究方法	Research Methods	4th	2 <sup>st</sup>	3	
	文化觀光	Cultural Tourism	4th	2 <sup>st</sup>	3	
	AI&ChatGPT 的資料分析	AI Based and ChatGPT Data Analysis of Business and Management Research	4th	1 <sup>st</sup>	2	
	服務業管理	Service Management	4th	2 <sup>st</sup>	3	

註：

- 畢業總學分：43 大學學分。  
Graduation requirement: 43 credits for Bachelor.
- 有關國際生修習本校以全英語授課之博雅通識課程英語文能力規定，依語文教學研究發展中心規劃辦法辦理。  
International students at Asia University taking English courses in the field of liberal arts are required to follow the curriculum regulations set forth by the Center for the Development of Language Teaching and Research.
- 國際生須修習語文教學研究發展中心開設之一門中文課程並及格，始得畢業。  
To be qualified for graduation, international students are required to take and pass one Chinese course by the Center for the Development of Language Teaching and Research.
- 大學部學生可至管院他系修 9 學分課程抵免。  
Undergraduate students are allowed to take 9 credits from other departments of AMC for credits waiver and transference.
- 大學部學生如需撰寫實務專題，其可修研究方法 II 抵免區域市場分析。  
Undergraduate students can take the courses of “Research Methodology II” to substitute the courses of “Regional Market studies” if students need to write a “Practice Project”.

系所主管簽章：

學院院長簽章：