

Course Structure for M.A. Program
Graduate Program in English (GPE), Graduate Institute of Sport, Leisure and Hospitality
Management
National Taiwan Normal University

| Adaptive to Class of | Required Credit(s) | Elective Credit(s) | Free Elective Credit(s) | Minimum Total Credits for Graduation |
|----------------------|--------------------|--------------------|-------------------------|--------------------------------------|
| 112 | 0.0 | 15.0 | 15.0 | 30.0 |

Note: The first alphabet "E" on the course name refers to the course in English as a medium of instruction

I. Required Courses: 0.0 credit is required

II. Elective Courses: 0.0 credit is required

III. Courses Offered to Students in Different Divisions

Required Course, 0.0 credit is required

Elective Course: 15.0 credits are required

| Course Code | Course Name | Credit(s) | Credit Unit | | Note |
|-------------|---|-----------|--------------|-------------------|------|
| | | | Lecture Hour | Lab/Practice Hour | |
| SRC8006 | 1 E Studies in Hospitality Marketing Management | 3.0 | 3.0 | 0.0 | |
| SRC8005 | 2 E Strategic Information Systems for Hospitality Managers | 3.0 | 3.0 | 0.0 | |
| SRC8013 | 3 E Studies in Physical Activity, Leisure and Health | 3.0 | 3.0 | 0.0 | |
| SRC8012 | 4 E Studies in Technology for Healthy Aging | 3.0 | 3.0 | 0.0 | |
| SRC8011 | 5 E Customer Experience Management in Hospitality Industry | 3.0 | 3.0 | 0.0 | |
| SRC8010 | 6 E Hospitality Service Operations Management | 3.0 | 3.0 | 0.0 | |
| SRC8009 | 7 E Studies in Hospitality Consumer Behavior | 3.0 | 3.0 | 0.0 | |
| SRC8008 | 8 E Hospitality Facilities Development and Design | 3.0 | 3.0 | 0.0 | |
| SRC8007 | 9 E Studies in Hospitality Management | 3.0 | 3.0 | 0.0 | |
| SRC0015 | 10 E Contemporary Issues for the Hospitality and Tourism Industry | 3.0 | 3.0 | 0.0 | |

IV. Free Elective Credits: 15.0 credits are required

The students can select all EMI courses offered in any master program (including the joint master and Ph. D courses) from other departments or universities. If the courses are offered by other departments or universities, they must be approved by SLHM before counted as graduate credits