

# 應用英語系與 UCB Hospitality & Tourism Management 雙聯(2+2)

## 課程對應及學分認抵

- One UK Credit = 10 Hours of learning, either in a lecture, Practical training session or in work under taken outside of university
- UCB 20 Credits 等同 NKUHT 5 學分
- 第一、二年課程對照表如下:

### Modules

Programme Contents			
Module Title	Module Code	Equivalent Module(s)	Credits
Hospitality & Tourism Business Principles	877		20
Managing Activities and People	058	服務管理/旅館管理 Service Management/Hotel Management	20
The Hospitality & Tourism Consumer	883	法學緒論/餐旅概論/歐美文化概論 Introduction to Law/Hospitality/Introduction to the Cultures of Europe and the USA	20
Food, Beverage & Accommodation Applications	040	飲料知識與品評/餐廳服務實務/旅館安全與衛生管理/旅館資訊系統 Introduction to Beverages/Restaurant Services Operations/Hotel Security & Sanitation Management/Hotel Information Management	20
Tourism Destinations	026	世界旅遊與飲食文化 Destinations & Food Culture	20
The Hospitality & Tourism Experience	884	餐旅概論/美姿美儀 Introduction to Hospitality/Manners & Etiquette	20
<b>Total</b>			<b>100</b>

### Stage II

### Modules

Programme Contents			
Module Title	Module Code	Equivalent Module	Credits
Marketing Communications for Hospitality	802	心理學/餐旅行銷管理 Psychology/Hospitality Marketing & Management	10
Operational Finance for Hospitality and Tourism	881		20
Research in Practice	781	基礎統計 Basic Statistics	20
Human Resources for Hospitality Managers	879		10
International Travel Operations	046	觀光資源概論/領隊與導遊實務/航空客運與票務/旅遊全球配銷系統 Travel Resources Planning/Tour Leading & Tour Guiding/Travel agency Management/Airline Transport & Ticketing/Global Distribution Systems - ABACUS	20
Rooms Revenue Management	805		20
Option		計算機概論(一)(二)/電腦資訊與應用/旅遊電子商務管理應用 Computer Studies/Introduction to Computer Science 1/2/Computer Information & Application/E-Commerce Applications & Management in the Tourism Industry	20
<b>Total</b>			<b>70</b>

➤ 第三年在 UCB 修習 60 Credits

Module Title	Module Code	Credits	Equivalent Module	Units
Human Resources for Hospitality Managers	879	10	校外實習(一)/英語演講 Internship 1/ Public Speaking	12
Operational Finance for Hospitality and Tourism	881	20		
Rooms Revenue Management	805	20		
6 month Placement			校外實習(二) Internship 2	10

➤ 第四年在 UCB 最少修習 120 Credits

Module Title	Module Code	Credits	Equivalent Module	Units
Corporate Strategy for Hospitality and Tourism	873	20	中英翻譯/中英口譯/校外參訪研習 Translation/ Interpretation/ Overseas Tour	5
Destination Management	092	20	會展英語會話/專業英文閱讀與討論/ 校內實習 MICE English /Hospitality English Reading/ On-Campus Internship	5
Hospitality Operations Management	052	20	研究方法/專題製作/勞作教育/英語應用文 Research Methods/ Seminar and Graduation Project/ Applied English Writing	5
<b>Option Modules Up to a value of 60 Credits</b>				
Anthropology of Tourism	088	20	旅遊文化/環境觀光 Travel Culture /Environmental Tourism	4
Cross-Cultural and Global Management in Hospitality	381	20	通識領域 GE Courses	4
Digital Marketing Management	814	20	國際行銷管理/旅遊業電子商務管理應用 International Marketing Management/Application of Electy	4
Enterprise and innovation Showcase	875	40	宴會管理/餐旅暨會展行銷管理實務/ 中小企業經營與管理/會展專案管理 Banquet Management	8
Financial Strategy	001	20	成本控制與分析/旅館財務管理 Cost Control and Analysis/	4
Hospitality Retail	878	20	旅館經營策略管理/旅館安全與衛生管理 Strategic Management in Hospitality Operations/Hotel Security & Sanitation	4
Innovation and Creativity Management in Hospitality and Tourism	806	20	英文會議實務/會議管理 English Meeting Management/Meeting Management	4
Leisure and Tourism in the Public Sector	077	20	休閒遊憩管理/休閒趨勢與創新 Leisure and Recreation Management	4
Modern Languages and Cultural Studies	053	20	台灣風土文化英語導覽/語言與文化 English Tour Guiding for Taiwanese Culture/ Languages and Cultures	4
Personal Effectiveness and Behavioural Skills	882	20	人力資源管理/旅館組織行為 Human Resources Management	4
Research Project	086	40	餐飲管理個案研究/行銷管理個案研究/ 旅遊業個案研討與製作/旅館管理個案研究 Food and Beverage Management Case Study/Hotel Management Topic Discussion	8
Strategic Human Resources Management	025	20	旅館人力資源管理/ 餐飲人力訓練與發展 Hotel Human Resources Management/Human Resources Management in Food Service Industry	4

➤ 勞作教育:大四，可提前在大二進行或修習其他課程抵免

➤ 通識領域:大四 4 學分，可提前在大二修課或修習 Cross-Cultural and Global Management in Hospitality 抵免。