

Shih Chien University English Taught Program in Smart Service Management (Undergraduate-Day school)
List of Required and Elective Courses Academic Year 2020Sept.~

Page : 1 / 1

Course Type/Semester		1st Academic Year	2nd Academic Year	3rd Academic Year	4th Academic Year
General Required	1st	College English (1) [2] Physical Education (I) [00] Chinese (1) [2] * Application of Programming [2]	College English (3) [2] Physical Education (III) [00] * The Art of Life [1]	* 專業英文 (1) [2] * Historical Thinking and Civilizations [2]	* Graduation Threshold of English/Foreign Language Competence [00]
	2nd	College English (2) [2] Physical Education (II) [00] Chinese (2) [2]	College English (4) [2] Physical Education (IV) [00] * Character and Rule of Law Education [2] * Family Science [1]	* 專業英文 (2) [2]	
College Required	1st				
	2nd				
Dept. Required	1st	Business Administration [3] International Etiquette [2] Multimedia Tools and Applications [2] Introduction to Smart Service Management [3]	Hospitality Operations [3] Marketing in Hospitality and Tourism Industry [3] Business Intelligence [3] Overview of Airline Industry [3]	Practical Project in Smart Services (1) [6]	Contemporary Issues in Hospitality and Tourism Industry [3]
	2nd	Introduction to Artificial Intelligence [3] The Business of Hospitality and Tourism [3] Accounting [3] Consumer Behaviors and Marketing [3]	Big Data Analytics in Hospitality and Tourism Industry [3] Leadership and Organizational Management [3] Introduction to Cloud Computing [3]	Practical Project In Smart Service(I) [6]	Internship [9]
Dept. Elective	1st	Baking Art(I) [3] Aesthetics in Hospitality and Tourism Industry [2]	Digital Marketing and Social Media [3] 3D Animation [3] Macroeconomic Principles [3] Communication Studies [3]	MICE Management [3] Human Resource Management in Hospitality and Tourism Industry [3] Enterprise Resources Planning [3]	Internet of Things [3] Project Management [3] Strategic Management in Hospitality and Tourism Management [3]
	2nd	Introduction to Machine Learning [3] Management of Information System [3] Design Thinking [3]	Special Topic [3] Virtual Reality and Augmented Reality [3] Global Issue in Travel [3]	Wine Tasting [3] E-Commerce [3] Cultural Heritage and Tour Planning [3] Planning and Development of Smart Hotels [3]	

Notes:

Required for graduation : 128 credits(General Required : 4,Required : 91 , Elective : 33)