

JINWEN University of Science and Technology
景文科技大學

COURSE DISCRIPTION / 課程簡介

Daytime/Evening Session 部別	Daytime	Dept. 系別	Department of Hotel Management	Program 年制	2-year	Target Students 開課年級	1 st year
	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
華語文基礎(一)			Chinese Language Foundation Course(I)		5	10	
Objective 教學目標	English Description	Foster the Growth of Global Vision Foster the Growth of Professional knowledge and competitiveness					
	中文概述	培養國際宏觀視野 培養專業技術與競爭力					
Course Outline 課程大綱	English Outline	Through dialogue practice, students will develop basic skills such as listening, speaking and reading in Chinese. Practice writing texts and develop students' writing skills.					
	中文大綱	教授羅馬拼音，以訓練學生運用拼音練習口說能力。從教材的課文對話中，讓學生熟悉聽、說、讀等基本能力，及語法使用規則；並藉由課文生字的書寫練習，培養學生手寫能力，隨堂補充日常生活用語，讓學生能使用基礎用語與人交談。					

COURSE DISCRPTION / 課程簡介

Daytime/Evening Session 部別	Daytime	Dept. 系別	Department of Hotel Management	Program 年制	2-year	Target Students 開課年級	1 st ~3 rd year
	日間部		旅館管理系		二技		一~三年 級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
景文之道(一~二)			Philosophy of Jin-Wen(I-II)			0	2

Objective 教學目標	English Description	<p>Foster the Growth of Liberal Arts</p> <p>Foster the Growth of Democracy and Rule of Laws</p> <p>Foster the Growth of Career Planning & Continued Education</p> <p>Foster the Growth of Physical and Mental Health</p>
	中文概述	<p>培養人文關懷情操</p> <p>培養民主法治素養</p> <p>培養重視生涯規劃與終身學習</p> <p>培養身心健康與積極進取</p>

Course Outline 課程大綱	English Outline	<p>The current lesson can be divided into three stages. The first stage is implemented in university classroom (understanding education belief and spirit of the university) and lecture class (including Intellectual Property Rights, Gender Equality, and Character Education). The second stage is developed by tutor's help for student's schoolwork. The introduction of curriculum planning and further development, E-portfolio lessons, strategy and implementation of student UCan project are included. The third stage focuses on 18-hour labor training. Label training is the main scheme of the current lesson. The main purpose is to foster a practice of better reacts to a working environment, high enthusiasm to do things better, forming healthy characters and positive values. Various on campus jobs fulfill the principle of "life is education". Through label practice and cooperation, the spirits of serving others are developed. A better interpersonal relationship is maintained. In label training, students are encouraged to generate their love for school and self-growth. Furthermore, the current lesson may help student identify academy features of the university, college and department curriculum planning and further development. Information of career strategy and competency development will be provided. Goals are expected to setup early and abilities are advanced. Various character educations are the primary general capacities of Jinwen's students.</p>
	中文大綱	<p>本課程分為三部份：第一階段施以大學講堂（認識本校辦學理念與精神）與品德講座（含智慧財產權、性別平等、品德教育）；第二階段實施導師課業輔導，包括院系課程規劃與未來發展之介紹、教導學生建置學習歷程檔案、學生 UCan 之介紹及實施；第三階段進行十八小時的「勞作教育」課程。「勞作教育」是本課程的主軸，旨在培養學生良好的工作態度與服務熱忱、形塑健全的人格與正向的價值觀，於校內從事各類動手實作的活動，落實「生活即教育」的理念，透過隨手服務與勤勞合作，養成服務人群的精神，培養良好的人際互動關係，在勞動、反思中，達成愛校與自我成長。此外，本課程亦幫助學生瞭解本校的辦學特色、院系的課程規劃與未來發展，並提供職涯規劃與職能養成的資訊，期能及早設定目標養成知能；至於各項品德教育也是景文學子的基礎素養。</p>

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
人際關係			Interpersonal Relationship			2	2
Objective 教學目標	English Description	Foster the Growth of Liberal Arts Foster the Growth of Global Vision Foster the Growth of Professional knowledge and competitiveness					
	中文概述	培養人文關懷情操 培養國際宏觀視野 培養專業技術與競爭力					
Course Outline 課程大綱	English Outline	This course is concerned with the establishment of an adequate interpersonal relationship, the resolution of relationship problems and the capacity of communication and. To raise the students to be effective communicators, self-directed learners, problem solvers, , and involved, contributing citizens, we will discuss communication skills, interpersonal conflicts and types of interpersonal relationships					
	中文大綱	透過課堂講授、個案分析與分組討論之方式來幫助學生了解自我，期望讓學生在課程結束後，能對於職場關係、親子關係、兩性關係與一般群我關係進而產生正確認知，並在日常生活中實際運用加以改善目前之溝通困境，進而在日後經營職涯發展之堅強助力。					

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華語文基礎(二)			Chinese Language Foundation Course(II)		5	10	
教學目標 Objective	中文概述	培養國際宏觀視野 培養專業技術與競爭力					
	English Description	Foster the Growth of Global Vision Foster the Growth of Professional knowledge and competitiveness					
課程大綱 Course Outline	中文大綱	本課程以日常生活情境為主，配合時序節慶，教授外籍學生常用的實用會話，盼能讓外籍學生將所學的詞彙靈活運用，進而能夠流暢使用華語，也能了解在地文化習俗，有助於融入在地生活，並期能奠定外籍學生之華語文的基礎能力，為日後學習進階華文作準備。					
	English Outline	Focusing on daily life conversations, foreign students can communicate with others and use Chinese fluently. And understand the cultural customs of the Chinese in the locality, help to integrate into the local life, and lay the foundation of Chinese language.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
職場倫理			Workplace ethics		2	2	
教學目標 Objective	中文概述	培養人文關懷情操 培養國際宏觀視野 培養專業技術與競爭力					
	English Description	Foster the Growth of Liberal Arts Foster the Growth of Global Vision Foster the Growth of Professional knowledge and competitiveness					
課程大綱 Course Outline	中文大綱	職場大環境的認知與探索、個人優勢與職業適性、正向職場人生觀、職場生涯的小社會與大社會、工作倫理與職場道德之認知、專業態度與敬業精神、職場夥伴之組織定位與任務關係、團隊精神與團隊運作型態、問題解決的步驟流程與標準化。					
	English Outline	Cognition and exploration of the workplace environment, personal and professional adaptability, positive outlook on life, small society and big society in career, cognition of work ethics and workplace ethics, professional attitude and professionalism, organization and positioning of workplace partners Relationship, teamwork and team operations, process flow and standardization of problem solving.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
旅館管理			Hotel Management		2	2	
教學目標 Objective	中文概述	培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才 培育具備服務道德敬業樂群旅館管理人才					
	English Description	To cultivate professionals with global vision To cultivate professionals with know-how To cultivate professionals with moral values					
課程大綱 Course Outline	中文大綱	旅館管理課程主要在培訓學生對於各星級酒店，不同部門之工作內容、工作特性及管理模式等之認識，並為學生未來旅館管理之能力建立初步之基礎。讓學生於進入職場實習前，就充分了解旅館各部門之工作內容，在未來針對不同專業學習時能進行比對與差異研究。並在未來實務實習時能告清楚選擇適合部門進行學習，如此便可造就業界所需的人力，同時培育極具潛力的管理人才。					
	English Outline	Hotel management course is to train students for the star hotel, different departments of job content, work characteristics and management mode of awareness, and the hotel management for the students' future ability to establish a preliminary basis. Allow students to practice before entering the workplace, it is fully aware of the work of various departments Hotels content for different professional learning in the future when studies were compared and differences. Practical internship in the future be able to tell clearly select the appropriate department to learn, so you can create the industry's manpower required, while fostering great potential management personnel.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
餐旅服務技能			Hospitality Service Skills		4	4	
教學目標 Objective	中文概述	培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with global vision To cultivate professionals with know-how					
課程大綱 Course Outline	中文大綱	本課程設計是訓練學生中式與西式的餐廳服務技術能力，作為將來進入旅館業或是餐飲業工作的先前準備。課程中教學生如何鋪設服務台與中西餐前置作業，各式西餐餐桌擺設和服務流程，與中餐餐桌擺設和秀菜、分菜等技能。學生必須熟悉這些技能隨時準備進入職場，亦或是參加國家舉辦之考試。本課程目標在增進學生旅館餐廳部門與餐飲業的服務技能。					
	English Outline	This course is designed to train students' Chinese and Western restaurant service skills, as a future preparation for entry into the hotel industry or catering industry. Teaching students how to lay the service desk and pre-operation, all kinds of Western dining table furnishings and service processes, and Chinese table decoration and show dishes, sub-dishes and other skills. Students must be familiar with these skills ready to enter the workplace, or participate in national examinations. This course aims to enhance the service skills of the student hotel restaurant department and the catering industry.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
旅館房務實務			Housekeeping management		3	3	
教學目 標 Objective	中文概述	<p>培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才</p>					
	English Description	<p>To cultivate professionals with global vision To cultivate professionals with know-how</p>					
課程大 綱 Course Outline	中文大綱	<p>首先了解房務作業內容與基本 SOP 程序，清楚房務團隊在飯店中所扮演的角色，再深入探討房務工作之特色與本質及與一般行業的差別。房務在飯店的主要角色是提供客人良好的住宿，本課程的目的是讓學生了解房務部的運作，具備房務清潔打掃的技能，進而管理房務部門。</p>					
	English Outline	<p>First of all, students need to learn the Standard Operation Procedure (SOP) of house keeping service, and its difference from other professions. House Keeping Service aims to provide customers a cosy environment, and the goal of this course is to enable students to have the knowledge of house keeping, paving the way for being a good manager.</p>					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
芳療與生活			Aromatherapy and life		2	2	
教學目標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with know-how					
課程大綱 Course Outline	中文大綱	本課程旨在介紹芳香療法，包括芳香療法的歷史沿革、植物精油的由來、萃取方式、特性、主要的成份及功效、芳香療法的運作方法等等，使學習者獲得正確的基本觀念。除此之外，對於某些實際操作技巧如按摩手法、按摩油的調製等也有詳細的教導。					
	English Outline	This course is designed to convey knowledge in relation to aromatherapy. The course is on the practical application of aromatherapy in our daily lives. Learn to use herbal essential oils and blends to make the learners' own massage oil. The learners will receive a number of simple easy-to-make herbal formulas for daily use. In addition, the course teaches how to use essential oils as an effective remedy for stress related conditions, insomnia and emotional problems.					

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Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
國際禮儀			International Etiquette		2	2	
教學目 標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才 培育具備服務道德敬業樂群旅館管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with global vision To cultivate professionals with know-how To cultivate professionals with moral values					
課程大 綱 Course Outline	中文大綱	本課程旨在培養觀光餐旅學院學生國際化之禮儀，使學生能適當地面對各種國際場合，以善盡職責，並在各場合展現自信與優雅風範，塑造個人之優質專業形象					
	English Outline	This course introduces international etiquette and emphasizes the appropriate responses for different international situations.					

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Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
咖啡與生活			Coffee & Life			3	3
教學目 標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	本課程將介紹學生認識世界各地不同品種的咖啡，並教導學生簡單的咖啡沖煮方式，讓同學在家即能自己沖咖啡，進而引導同學學習如何品評一杯好咖啡。					
	English Outline	This course will introduce different kinds of coffee-beans all over the world. Then students in this class will learn how to make a good coffee, furthermore they will be trained to evaluate what a cup of good coffee is.					

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休閒遊憩實務			Leisure management		2	2	
教學目 標 Objective	中文概述	<p>培育具備旅館專業知能管理人才 培育具備服務道德敬業樂群旅館管理人才</p>					
	English Description	<p>To cultivate professionals with know-how To cultivate professionals with moral values</p>					
課程大 綱 Course Outline	中文大綱	<p>本課程希望能協助學生建立起關於休閒遊憩的基本概念，使初學者能了解休閒遊憩的主要理論架構，且兼顧多元化的休閒遊憩實務，休閒產業類型介紹與探討並適當論及我國休閒活動的相關問題。課程中引導學生逐步培養休閒能力與適當地利用休閒，期使學生在爾後的工作與休閒生活間取得平衡。</p>					
	English Outline	<p>This course hopes to help students establish the basic concepts of leisure and leisure, so that beginners can understand the main theoretical framework of leisure and recreation, taking into account the diversity of leisure and recreational practices, introduction and discussion of leisure industry types and appropriate discussion of our leisure activities Related questions. The course will guide students to gradually develop their leisure ability and make proper use of leisure. This will enable students to balance their work and leisure life.</p>					

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消費者行為			Consumer Behavior		2	2	
教學目標 Objective	中文概述	培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with global vision To cultivate professionals with know-how					
課程大綱 Course Outline	中文大綱	本課程主要是透過消費者行為的研究幫助行銷人員及產品企劃人員等來掌握目標消費者，並協助其設計規劃有效的行銷策略，來達成組織在行銷上的目標。此外，將強調消費者在行銷策略上的重要性，並討論新近發展的模式和理論，以及消費行為的改變。本課程主要目標在使學生了解消費者決策過程與相關心理學、社會學、行銷學與廣告學原理之間的關係。將透過台灣休閒產業與地方特色產業行銷等個案進行印證與說明相關理論。					
	English Outline	This course is mainly through the study of consumer behavior helps marketers and product planning personnel to master the target consumers, and to assist the design and planning effective marketing strategies to achieve organizational goals in marketing. In addition, consumers will emphasize the importance of marketing strategy, and discuss the newly developed models and theories, as well as changes in consumer behavior. Main objective of this course to enable students to understand the consumer in the decision-making process and related psychology, sociology, marketing, Principles of learning and the relationship between advertising. The leisure industry through Taiwan and marketing industries with local characteristics and description of such cases confirms the theory					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
溫泉旅館經營			Hot Spring Hotel Management and Operation		2	2	
教學目 標 Objective	中文概述	培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with global vision To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	從現有溫泉飯店市場趨勢、產品發展走向延伸剖析總體業界概況。從溫泉飯店經營 管理知識建構、與行銷市場界接實作訓練使學習者從知識、趨勢、科技發展三個面 相重新認識溫泉飯店經營管理					
	English Outline	Spa and hot spring Hotel from existing market trends, product development to extend the overall analysis of industry profiles. Knowledge construction management, and marketing access for training learners from real knowledge, trends, and technological development faces three new understanding of hotel management from Hot Springs Spa Hotel.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
多媒體設計與應用(一)			Presentation Methods and Multi-Media Application (I)		2	2	
教學目 標 Objective	中文概述	培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	介紹各種多媒體種類與應用。內容包括文書軟體、影像處理軟體、影音軟體等學習。					
	English Outline	The course is aimed to introduce various kinds of softwares and applications. It covers word, photoimpact and video packetages.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
飲料調製實務			The Management of Beverage		4	4	
教學目 標 Objective	中文概述	培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	藉由飲料分類的詳細介紹，瞭解飲料販售市場型態及其經濟效益差異，進而探討酒吧經營管理作業：熟練吧檯營運前製作業之蔬果裝飾物的製作、各式飲料調製方法及國際/臺灣知名飲料調製與服務，尤其重視營運作業中飲料管理之安全與衛生性。教學過程中互動以專注、禮貌、謙虛等尊重之肢體語言，藉以培養學生正確的服務認知、態度及職業道德。					
	English Outline	By detail introduce classification and type of drinks as well as beverages, to understand the situation and score in between various way of beverage selling's and different beverage market. Base on this go further into Bar management as well as concern operations, which will include:pre-business preparation such like fruit carving as well as other garnishes, principle of various way of prepare drinks and cocktails, also the ways of making and serving popular / classic drinks in world and Taiwan. Special attention will giving to safety and sanitation in concern operation. By Using row play in teaching to present such body language like dedication, manner, modest and prudent in operation. So that learner can fully command the proper service understanding, altitude as well as Professional ethics.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
宴會規劃與管理			Banquet Management			2	2
教學目 標 Objective	中文概述	培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	課程中學生可學習宴會管理的服務內容與概念，主要為：宴會作業流程、中、西餐宴會服務知識、雞尾酒和自助餐服務技巧、外燴安排等等之介紹、課程中亦有個案分析與討論，讓學生能更瞭解宴會管理之實務與理論。					
	English Outline	Major objective: Operation procedure. Understand the knowledge of Chinese , Western Restaurant. Practice basic service skill. Banquet Function. Cocktail & Buffet & Catering services.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
茶道與生活			Tea and life			2	2
教學目 標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才 培育具備服務道德敬業樂群旅館管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with global vision To cultivate professionals with know-how To cultivate professionals with moral values					
課程大 綱 Course Outline	中文大綱	本課程旨在讓學生了解臺灣的茶產業，學習識茶、泡茶、品茶的技巧以及茶的哲思與美學文化，進而推廣給廣大的消費者與遊客。					
	English Outline	The goal of this course us to introduce the Taiwan tea industry and tea philosophy and tea culture, to teach the skill of knowing tea, making tea and tasting tea for students. And finally let students can promote Taiwan tea and tea ceremony all customers and tourists.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
葡萄酒賞析			Wine Appreciation			2	2
教學目 標 Objective	中文概述	<p>培育具備人文素養旅館專業人才 培育具備旅館專業知能管理人才</p>					
	English Description	<p>To cultivate professionals with human nature To cultivate professionals with know-how</p>					
課程大 綱 Course Outline	中文大綱	<p>葡萄酒在西方一向具有重要的地位，無論是對風土民情、餐飲文化，甚至歷史都帶來了深遠的影響。要了解西式餐飲，葡萄酒的知識是不可或缺的。對於高級飯店與餐廳從業人員，更是必須具備基本的葡萄酒相關知識。本課程主要含括了基礎的種植、釀造、葡萄品種、產區簡介、餐酒搭配與品飲；讓學生能夠更加完善專業餐飲知識！</p>					
	English Outline	<p>Wines get a really important position in the western world for centuries. It effects deeply not only in culture, but also in cuisine and even though, the history...In order to understand the western cuisine, it is essential to know about wine! As a result, to have some basic knowledge about wine is really important for those who work in hotels and restaurants.This course includes the planting, the fermentation, grape varieties, introduction of wine regions, the marriage between food and wine.and these would help students to have more professional knowledge in wine!</p>					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
時間與情緒管理			Time & Emotion Management			2	2
教學目標 Objective	中文概述	培育具備服務道德敬業樂群旅館管理人才					
	English Description	To cultivate professionals with moral values					
課程大綱 Course Outline	中文大綱	學生的情緒狀況可能影響著他們的健康狀況、學習成績及生活質量等。本課程透過課堂分組討論及專題報告的方式，讓學生應了解自己情緒的特點、不良情緒產生的原因、情緒對身心健康的影響等，以此主動控制和調節消極情緒，保持身心健康。另外，配合對時間管理的瞭解，建構完善的心理品質，並掌握生涯發展的方向。					
	English Outline	Student's emotional state that may affect their health, academic performance, and quality of life. The courses through group discussions and presentations, which allows the students should understand the characteristics of their own emotions, because bad mood, emotional impact on the physical and mental health, etc., in order to take the initiative to control and regulate negative emotions, stay healthy. In addition, with the understanding of time management, improve the psychological quality of the construction, and control the direction of career.					

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	日間部		旅館管理系		二技		一年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
多媒體設計與應用(二)			Presentation Methods and Multi-Media Application (II)			2	2
教學目 標 Objective	中文概述	培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	簡報是一種表達工具，資訊透過簡報的呈現，經不同面向的透析會有不同的結果反應。本課程主要透過電腦軟體工具與多媒體的應用，製作美化簡報內容並加強整合邏輯分析能力、學習簡報技巧，提昇溝通競爭力，展現強而有力的說服能力。					
	English Outline	Briefing is a tool of expression, and we might have different results through the presentation. This course aims at teaching students the application of computer softwares and multi-media to increase their communication competitiveness by making a logical and persuasive briefing.					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
旅館客務實務			Front Office Operations			3	3
教學目標 Objective	中文概述	培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才 培育具備服務道德敬業樂群旅館管理人才					
	English Description	To cultivate professionals with global vision To cultivate professionals with know-how To cultivate professionals with moral values					
課程大綱 Course Outline	中文大綱	客務實務最主要在培育各星級酒店的客務從業人員的實務操作能力，如何接受顧客訂房？如何 up-selling？如何進行住客接待前的準備工作？如何接機？如何接駁？何種方式 check-in 才合宜？如何協助顧客上下行李？如何促銷酒店商品？接受客訴的處理方法與態度？如何安排住客休閒活動？等等，讓學生於進入職場實習前，就充分了解客務工作內容，並從實務實習中進行比對與差異研究。如此便可造就業界所需的人力，同時培育極具潛力的管理人才					
	English Outline	Housekeeping dept. is the most important dept. in a hotel ,a professional management Would save a lot of operation expensive per year,guest room is the original product in A hotel,if guest room is unqualified than the guest could be never come back again.so we could said housekeeping is hotel bone image to the consumer leave.In this class ,we have to guide the student to know thus about construction's matereal· facilities layout plan and maintenens,also how to set a hotel service level and it's S.O.P、manpower planning. Interview skill、staff's character..etc.Practice to cleaning a guest room is most important to know the reasonable productivity.And what troubles they would happen Whatever a good housekeeper not only have to know management knowhow but also operation skills					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
智慧旅館與資訊系統			Hotel Information System		2	2	
教學目 標 Objective	中文概述	培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with global vision To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	讓旅館同學可以具備基本旅館資訊系統使用的知能，並能可以應用在觀光餐旅領域的工作，並運用基本電腦知識與技能進而熟悉餐旅工作流程及系統，可以有效完成份內的工作與資料分析					
	English Outline	The purpose of this course in response to rapidly changing trends in information technology in recent years, the students should be actively learning and information technology-related knowledge and ability to enhance their soft power and competitiveness. This course aims to teach students practical skills in the hotel industry the concept of hotel information systems management application of the hotel industry affairs, effective analysis of data and information tool on the hotel industry to explore the impact and development.					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
實用旅館日語(一)			Hotel Japanese(I)			2	2
教學目 標 Objective	中文概述	<p>培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才</p>					
	English Description	<p>To cultivate professionals with global vision To cultivate professionals with know-how</p>					
課程大 綱 Course Outline	中文大綱	<p>旅館系除了旅館相關專業訓練外，人文素養的提升亦能提高服務品質，外語能力則為增進國際競爭力之不二法門。本課程使用自製字卡，透過一對一方式，以深刻活潑方法與學生互動，降低學習外語之阻力。在適當的專題中，補充旅館服務相關詞彙與句型，使學習與職場連結。透過豐富精彩課程，培養日語能力，並介紹日本觀光事業與文化，進一步理解日本人的思維，認識日本人的生活，避免文化上的落差，而降低服務品質，產生不必要之誤解。</p>					
	English Outline	<p>Build the ability of basic Japanese language ability, add vocabulary and sentence related to hotel services .Diversified learning, to bind working and learning together, and also enhance international competitiveness. In a deeply and lively way of teaching, reduces the obstruction while learning a foreign language. In an interaction way of learning.</p>					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
實用旅館英語(一)			Hotel English (I)		2	2	
教學目 標 Objective	中文概述	<p>培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才</p>					
	English Description	<p>To cultivate professionals with global vision To cultivate professionals with know-how</p>					
課程大 綱 Course Outline	中文大綱	<p>英語是世界共通語言之一，因而，其亦成為旅館從業人員必備工具。旅館英語著重於旅館從業人員應知之接待用語，包括：電話接聽，客戶詢問與預約，客戶接待，房務用語，以及客戶抱怨處理。</p>					
	English Outline	<p>Teaching Guideline English is a global language, and it has become a common language in the hospitality industry. This course will teach students English language they need to know in answering telephone, doing housekeeping, dealing with customers' complaints.</p>					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
旅館危機處理			Hotel Crisis Management		2	2	
教學目 標 Objective	中文概述	<p>培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才</p>					
	English Description	<p>To cultivate professionals with global vision To cultivate professionals with know-how</p>					
課程大 綱 Course Outline	中文大綱	<p>本課程將針對旅館於營運時，不論硬體上的可能產生的故障問題，或是軟體上可能發生的個案，做一通盤深入研究，並對不同企業文化的處理方式做出比對，協助學生於進入職場前，能學習到如何在實務操作中應該做出的因應之道。</p>					
	English Outline	<p>In this course, it will view the crisis management from the perspective of hotel manager. It will also emphasize the important of emergency preparedness. In addition, it will provide couple of case studies in the course. Students will learn what the things they must do during the critical period of crisis. And how organization can prevent the crisis situation in advance.</p>					

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Daytime/Evening Session 部別	Daytime	Dept. 系別	Department of Hotel Management	Program 年制	2-year	Target Students 開課年級	2 nd year
	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
民宿經營管理			Hostel Management			2	2
教學目標 Objective	中文概述	培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with global vision To cultivate professionals with know-how					
課程大綱 Course Outline	中文大綱	美國學者巴尼在其研究中指出,當一個國家國民所得超過三千美元時,休閒的意義便會逐漸進入中產階級的意識中。隨著台灣經濟發展國民所得提高,國人可支配的旅遊休閒費用相對增加,使得休閒觀念改變,對休閒生活水準更加的重視,使得人們希望藉由休閒與渡假來紓解工作壓力。根據觀光局資料顯示,近年來國人有逐漸轉為國內旅遊度假消費之趨勢,民宿所提供的產品與服務種類相當多,屬性也有所不同。因此,民宿未來前景相當看好。本課程主要在於透過了解各國民宿起源發展及相關法令,教導學生建立民宿之投資評估能力、活動規劃能力及行銷能力;並藉由小組習作報告,加強學生之理解能力。					
	English Outline	In the research ,the American scholar points out when GDP is exceeding 3,000 dollars at a national income. the consciousness of recreation will be gone into the middle class gradually . When economical development of Taiwan,The tourism and leisure expenses that people can budget increase relatively that make the recreation idea be changed. According to the Tourism Bureau materials , people gradually transfer to a trend of consumption for holidays of domestic travel in recent years. The farm stay offer quite a lot of type service,so that the farm stay have quite good future prospect. This course is through an understanding of the origin of development of countries in farm stay and related regulations, to teach students to create a farm stay investment appraisal capacity, event planning and marketing capabilities; to strengthen students' ability to understand and report by the group assignments.					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
多媒體設計與應用(三)			Presentation Methods and Multi-Media Application (III)		2	2	
教學目 標 Objective	中文概述	培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	1. 互動多媒體簡介 2. 互動多媒體製作軟體功能介紹 3. 互動多媒體製作軟體進階功能與應用 4. 實機操作					
	English Outline	1. Introduction of Interactive Multimedia 2. Introduction of Interactive Multimedia Software 3. Advanced function of Interactive Multimedia Software 4. Practice Multimedia Software with PC					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
管家服務概論			Introduction of Butler Service		2	2	
教學目 標 Objective	中文概述	培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with global vision To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	本課程將提供學生旅館管家服務技能，課程內容包含管家歷史簡介、管家服務內容及工作態度、管家特質、精緻化服務知各面向實務操作等					
	English Outline	This course is going to teach students professional knowledge of housekeeping in the aim to provide tailor-made service to VIPs.					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
管家服務實務			Practice of Butler Service		3	3	
教學目 標 Objective	中文概述	<p>培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才</p>					
	English Description	<p>To cultivate professionals with global vision To cultivate professionals with know-how</p>					
課程大 綱 Course Outline	中文大綱	<p>本課程將提供學生旅館管家服務專業知識，提升服務之精緻度更斟完美，以針對金字塔頂端的客群，提供客製化服務。</p>					
	English Outline	<p>This course teach students basic housekeeping skills, including an introduction, content, and working ethics of housekeeping. It also teach students theories and practice of housekeeping.</p>					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
實用旅館日語(二)			Hotel Japanese(II)		2	2	
教學目 標 Objective	中文概述	<p>培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才</p>					
	English Description	<p>To cultivate professionals with global vision To cultivate professionals with know-how</p>					
課程大 綱 Course Outline	中文大綱	<p>旅館系除了旅館相關專業訓練外，人文素養的提升亦能提高服務品質，外語能力則為增進國際競爭力之不二法門。本課程使用自製字卡，透過一對一方式，以深刻活潑方法與學生互動，降低學習外語之阻力。在適當的專題中，補充旅館服務相關詞彙與句型，使學習與職場連結。透過豐富精彩課程，培養日語能力，並介紹日本觀光事業與文化，進一步理解日本人的思維，認識日本人的生活，避免文化上的落差，而降低服務品質，產生不必要之誤解。</p>					
	English Outline	<p>Build the ability of basic Japanese language ability, add vocabulary and sentence related to hotel services. Diversified learning, to bind working and learning together, and also enhance international competitiveness. In a deeply and lively way of teaching, reduces the obstruction while learning a foreign language. In an interaction way of learning.</p>					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
實用旅館英語(二)			Hotel English (II)			2	2
教學目 標 Objective	中文概述	<p>培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才</p>					
	English Description	<p>To cultivate professionals with global vision To cultivate professionals with know-how</p>					
課程大 綱 Course Outline	中文大綱	<p>英語之聽說讀寫能力為旅館從業人員必備之重要專業能力。本課程藉由美國旅館及汽車旅館協會(AHMA)之專業訓練教材中之狀況演練及角色扮演，訓練旅館從業人員於面臨各種不同狀況時，如何以英語與客人達成良好之互動與溝通。</p>					
	English Outline	<p>English listening , speaking, reading and writing are the four skills that hospitality staff need to learn. This course use the teaching material used by American Hotel and Motor Association (AHMA) to train students how to interact with customers in different situations, paving the way for good communication and interaction.</p>					

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	日間部		旅館管理系		二技		二年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
多媒體設計與應用(四)			Presentation Methods and Multi-Media Application I (IV)			2	2
教學目 標 Objective	中文概述	培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	本課程主要介紹多媒體之基本概念,並介紹多媒體各個組成元件間的整合與互動概念,並利用相關軟體的應用來學習與實作以強化同學理論與實務之基礎					
	English Outline	The course introduces the base concepts of multimedia. The course will introduce various multimedia elements and the relation between the elements and elements. The implementation will be used to confirm the multimedia theory.					

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	日間部		旅館管理系		二技		三年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
花藝生活			Floriculture and Life		3	3	
教學目標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with know-how					
課程大綱 Course Outline	中文大綱	課程規畫由生活禮贈品的花籃、花束開始，以當季的花材，結合表現出獨特的生活意境與情懷，只要學習製作技巧，未來就可以親自為家人與朋友準備一份精美的花籃或花束的花藝禮物或是居家佈置					
	English Outline	The course planning begins with the flower baskets and bouquets of the gifts of life gifts, and combines the flowers of the season to express the unique artistic conception and feelings. As long as you learn the production skills, you can prepare a beautiful flower basket for your family and friends in the future. Floral gift for bouquet or home furnishings					

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	日間部		旅館管理系		二技		三年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
餐旅專題講座			Lectures on Hospitality			2	2
教學目 標 Objective	中文概述	<p>培育具備人文素養旅館專業人才 培育具備旅館專業知能管理人才</p>					
	English Description	<p>To cultivate professionals with human nature To cultivate professionals with know-how</p>					
課程大 綱 Course Outline	中文大綱	<p>觀光與餐飲研究領域的專家們，與學生分享研究的經驗，不但拓展學生研究的視野，並從各研究案中瞭解研究的步驟與程序。</p>					
	English Outline	<p>Tourism and hospitality management faculty, guest lecturers and current graduate students will also present research concepts, practical issues and studies related to the hospitality industry.</p>					

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	日間部		旅館管理系		二技		三年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
博奕事業管理			Casino Management			2	2
教學目 標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	本課程介紹博奕事業發展歷程、目前現況、經營規模型態、區位選擇考量因素、營運組織及介紹分析世界知名博奕事業及特色，協助了解博奕事業全方面管理要點。					
	English Outline	This course introduces the development course of the game industry, the current situation, the scale of operation, the location selection considerations, the operation organization and the introduction of the world famous game industry and characteristics, to help understand the whole cause of the game management points					

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	日間部		旅館管理系		二技		三年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
旅館電子商務			E-commerce and Internet Marketing			2	2
教學目 標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	本課程培養學生認識旅館資訊系統與發展現況、以及具備基本電腦操作能力。本課程透過理論說明與實際上機操作、模擬實境等方式，提升學生學習興趣與效率。					
	English Outline	This course prepares students to understand the hotel information system and development status, as well as basic computer operation capabilities. This course enhances students' interest and efficiency through theoretical explanations and practical machine operations and simulations.					

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	日間部		旅館管理系		二技		三年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
旅館科技應用			Application of Hotel Science and Technology		2	2	
教學目 標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with know-how					
課程大 綱 Course Outline	中文大綱	今日觀光旅館經營管理趨勢，競爭規則一夕翻盤，旅館硬體不足以區隔市場，唯有憑藉創新思維才能脫穎而出！同時智慧生活科技的來臨，未來將是「智慧旅館」的時代。					
	English Outline	Today's tourism hotel management trends, competition rules turned over overnight, hotel hardware is not enough to separate the market, only with innovative thinking can stand out! At the same time, the coming of smart life technology will be the era of "smart hotel".					

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	日間部		旅館管理系		二技		三年級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)			Credit(s) 學分數	Hour(s) 上課時數
專題製作			Project Implement			4	4
教學目標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備旅館專業知能管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with know-how					
課程大綱 Course Outline	中文大綱	藉由專題製作，讓學生將專業知識應用在實務中，透過小組成員間的溝通協調與合作，讓學生瞭解專題論文撰寫格式的準則。					
	English Outline	By project study, students apply expertise in practice. Through communication and cooperation among team members, so that students understand written format criteria of the thesis.					

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	日間部		旅館管理系		二技		一~三年 級
Course Title (Chinese) 科目名稱 (中文)			Course Title (English) 科目名稱 (英文)		Credit(s) 學分數	Hour(s) 上課時數	
企業實習(一~六)			Internship off Campus (I~VI)		3	3	
教學目標 Objective	中文概述	培育具備人文素養旅館專業人才 培育具備國際視野旅館專業人才 培育具備旅館專業知能管理人才 培育具備服務道德敬業樂群旅館管理人才					
	English Description	To cultivate professionals with human nature To cultivate professionals with global vision To cultivate professionals with know-how To cultivate professionals with moral values					
課程大綱 Course Outline	中文大綱	結合課程理論與工作實務，於在學期間安排至餐飲相關領域之企業或機構實習，培養觀光餐旅學院之學生務實致用的觀念與能力，使學生提早接觸職場，縮短職涯探索期，建立正確工作態度。除了可以增加其職場的適應力與競爭力，從而拓展就業機會，並可減少企業職前訓練成本，儲值就業人才。同時透過產業界與學界交流，統整校內專業課程，發揮理論與實務相互配合的功能。					
	English Outline	Internship programs enable students put what they have learned into practice by working in an enterprise or an institute related to Food and Beverage Industry. Students are able to set foot in the job market while in school, learning good working attitudes while reducing adapting period. They can be more competitive and have access to more job opportunities; at the same time, enterprises can cut their pre-job training costs by retaining qualified interns. The program also helps school design useful courses for the job market—a good model of School-Industry Collaboration.					