

Course Structure for M.A. Program

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
113	11.0 Graduate Program in English (GPE) 0.0	24.0 Graduate Program in English (GPE) 15.0	3.0 Graduate Program in English (GPE) 15.0	38.0 Graduate Program in English (GPE) 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

A-1. Required Course for , 11.0 credits are required

Course Code	Course Name	Credit(s)	Credit Unit		Note
			Lecture Hour	Lab/Practice Hour	
1 Instrumental Course					
Student can select same courses under College of Sports and Recreation					
SRM0011	1-1 Research Methodology	3.0	3.0	0.0	
SRM0030	1-2 Advanced Statistics	3.0	3.0	0.0	
2 Professional Course					
SRM0001	2-1 Topics on Sport, Leisure and Hospitality Industry	3.0	3.0	0.0	
SRM0002	2-2 Seminar on Sport, Leisure and Hospitality Management (I)	1.0	1.0	0.0	
SRM0003	2-3 Seminar on Sport, Leisure and Hospitality Management (II)	1.0	1.0	0.0	

A-2. Elective Course for , 24.0 credits are required

Course Code	Course Name	Credit(s)	Credit Unit		Note
			Lecture Hour	Lab/Practice Hour	
1 Core Elective Course 15.0 credits are required,					
1-1 Sport & Leisure Industry					
SRM0018	1-1-1 Leisure Psychology and Behavioral Studies	3.0	3.0	0.0	
SRM0052	1-1-2 Studies in Evolution of Leisure: Historical and Philosophical Perspectives	3.0	3.0	0.0	
SRM0034	1-1-3 Leisure and Community Development	3.0	3.0	0.0	
SRM0035	1-1-4 Recreational Management and Environmental Education	3.0	3.0	0.0	
SRM0045	1-1-5 Studies in Marketing of Sport and Leisure	3.0	3.0	0.0	
SRM0005	1-1-6 Financial Management of Sport and Leisure	3.0	3.0	0.0	
SRM0055	1-1-7 Human Resource Management in Sport and Leisure Industry	3.0	3.0	0.0	
SRM0037	1-1-8 Seminar on Professional Sport Management	3.0	3.0	0.0	
SRM0117	1-1-9 Studies in Sport Consumer Behavior	3.0	3.0	0.0	
SRM0071	1-1-10 Seminar on International Trends of Sport and Leisure	3.0	3.0	0.0	
SRM0074	1-1-11 Studies in Sport and Leisure Anthropology	3.0	3.0	0.0	
SRM0057	1-1-12 Studies in Leisure Sociology	3.0	3.0	0.0	
SRM0124	1-1-13 Studies of Behavior Science in Sport and Leisure	3.0	3.0	0.0	
1-2 Hospitality Industry					
SRM0079	1-2-1 Hospitality Revenue and Profit Management	3.0	3.0	0.0	
SRM0119	1-2-2 Investment and Financial Management in Hospitality	3.0	3.0	0.0	
SRM0010	1-2-3 Studies in Strategic Management in Hospitality	3.0	3.0	0.0	
SRM0116	1-2-4 Innovation and Entrepreneurship in Hospitality Industry	3.0	3.0	0.0	
SRC8006	1-2-5 E Studies in Hospitality Marketing Management	3.0	3.0	0.0	
SRC8007	1-2-6 E Studies in Hospitality Management	3.0	3.0	0.0	
SRC8008	1-2-7 E Hospitality Facilities Development and Design	3.0	3.0	0.0	
SRC8009	1-2-8 E Studies in Hospitality Consumer Behavior	3.0	3.0	0.0	
SRM0081	2 Sport, Leisure and Hospitality Management Internship	3.0	0.0	6.0	
SRM0073	3 Studies and Practices in Sport Tourism	3.0	3.0	0.0	
SRM0113	4 Marine Sports Tourism Studies and Practices	3.0	3.0	0.0	

Course Code	Course Name	Credit(s)	Credit Unit		Note
			Lecture Hour	Lab/Practice Hour	
SRM0106	5 Special Topics on the Sport and Leisure of the Elderly	3.0	3.0	0.0	
SRM0110	6 Seminar on Mega-Event Management and Marketing	3.0	3.0	0.0	
SRM0114	7 Studies in New Media in Sport and Leisure Industries	3.0	3.0	0.0	
SRM0115	8 Seminar on Brand Management in Sport Industry	3.0	3.0	0.0	
SRM0121	9 Sport Brand Project Planning and Practice	3.0	3.0	0.0	
SRM0108	10 Seminar on Sport Facility Planning and Management : Principles and Practices	3.0	3.0	0.0	
SRM0118	11 Studies in Fitness Club Management	3.0	3.0	0.0	
SRM0109	12 Special Topics on the Legal Issues of Sport, Leisure and Hospitality Management	3.0	3.0	0.0	
SRM0120	13 Smart Tourism: the Technologies Integration and Management	3.0	3.0	0.0	
SRM0060	14 Studies in Recreational Therapy	3.0	3.0	0.0	
SRM0075	15 Theories and Techniques in Therapeutic Recreation	3.0	3.0	0.0	
SRM0085	16 Studies in Client Assessment and Evaluation in Therapeutic Recreation	3.0	3.0	0.0	
SRM0067	17 Multivariate Statistics Analysis	3.0	3.0	0.0	
SRM0087	18 Studies in Human Resource Management for the Hospitality Industry	3.0	3.0	0.0	
SRM0091	19 Hospitality Cost Management	3.0	3.0	0.0	
SRM0112	20 Studies in Social Media Marketing in Hospitality	3.0	3.0	0.0	
SRM0111	21 Studies in Tourist Food Consumption Behavior	3.0	3.0	0.0	
SRC8015	22 Cultural Studies of Leisure	3.0	3.0	0.0	
SRC8014	23 Studies in Sport Globalization	3.0	3.0	0.0	
SRC0003	24 Designing and Planning Practices in Recreational Area	3.0	3.0	0.0	
SRC0011	25 Risk Management in Recreational Programming	3.0	3.0	0.0	
SRC0007	26 Studies in Project Planning and Management in Hospitality and MICE Industry	3.0	3.0	0.0	
SRC8003	27 Performance Evaluation and Decision Making Analysis in Sport and Hospitality Industries	3.0	3.0	0.0	
SRC0004	28 Studies in Economics of Sport and Leisure	3.0	3.0	0.0	
SRC0008	29 Seminar on Sport and Leisure Industry	3.0	3.0	0.0	
SRC0009	30 Special Topics on Sport Management	3.0	3.0	0.0	
SRC0012	31 Studies in Comprehensive Therapeutic Recreation Services	3.0	3.0	0.0	
SRC0013	32 Studies in Health and Wellness Issues in Hospitality and Tourism	3.0	3.0	0.0	
SRC8001	33 Studies in Hospitality Education Training and Teaching Skill	3.0	3.0	0.0	
SRC8002	34 Analyses and Evaluation of Qualitative Research	3.0	3.0	0.0	
SRC8004	35 Studies in Leisure, Health and Wellness	3.0	3.0	0.0	
SRC8005	36 E Strategic Information Systems for Hospitality Managers	3.0	3.0	0.0	
SRC0015	37 E Contemporary Issues for the Hospitality and Tourism Industry	3.0	3.0	0.0	
SRC8010	38 E Hospitality Service Operations Management	3.0	3.0	0.0	
SRC8011	39 E Customer Experience Management in Hospitality Industry	3.0	3.0	0.0	
SRC8012	40 E Studies in Technology for Healthy Aging	3.0	3.0	0.0	
SRC8013	41 E Studies in Physical Activity, Leisure and Health	3.0	3.0	0.0	
SRM0125	42 The Technological Applications of the Leisure Industry in the Web3 Era	3.0	3.0	0.0	

B-1. Required Course for Graduate Program in English (GPE), 0.0 credit is required

B-2. Elective Course for Graduate Program in English (GPE), 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

A Free Elective Credit for , 3.0 credits are required

Student can select courses include Group Elective Course, other departments' courses and extramural courses

B Free Elective Credit for Graduate Program in English (GPE), 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