

### Subject Description 科目簡介

<b>Subject Code</b> 科目編號	CHC5405
<b>Subject Title</b> 科目名稱	Special Topic on Business, Tourism and Cultural Management 商業、旅遊與文化管理專題研究
<b>Credit Value</b> 學分	3
<b>Level</b> 程度	5
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b> 科目宗旨	<p>This course may be conducted in two ways. The first will focus on a selected cannon in the study of business, tourism and cultural management. According to her/his field of expertise, the professor may analyze the cannon thoroughly from a theoretical, rhetoric or evidential perspective and evaluate research findings pertinent to the chosen text. The second way may be compared to the study of a selected topic, where the professor may introduce strategies, methodologies and analytical skills in relation to her/his research. She/He may bring to bear the experiences and insights of her/his own research as well as other related research outcomes.</p> <p>本科可分為兩大類別。第一類專書選讀，教師從商業、旅遊與文化管理相關的各種名著之中選取一本，作深入的文本分析，並對古今中外的相關研究成果，加以剖析和衡斷。第二類等同於學術專題研究，教師就他人或其個人對商業、旅遊與文化管理某一課題所作的研究，引領學生從選題、研析、論述等方面作深入探討，指示已有研究的旨趣與得失以及進一步研究的途徑。</p>
<b>Intended Learning Outcomes</b> 學習成果	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"><li>- have an in-depth and broad knowledge of one classic and its relevant research findings from business, tourism and cultural management;</li></ul> <p>OR</p> <ul style="list-style-type: none"><li>- have an in-depth and broad knowledge of one topic and its relevant research findings from business, tourism and cultural management.</li></ul> <p>修畢本科的學生，將能：</p>

	- 深入鑽研商業、旅遊與文化管理某一經典著作，並廣泛掌握關於此一著作的中外重要研究成果；或者 - 深入鑽研商業、旅遊與文化管理某一重要議題，並廣泛掌握與此議題相關的中外重要研究成果。	
<b>Subject Synopsis/ Indicative Syllabus</b> 科目摘要/ 教學大綱陳述	This course conducts in-depth study on one selected book or topic in the business, tourism and cultural management. 本課程將以鑽研商業、旅遊與文化管理的某一經典或某一議題作深入之研究。	
<b>Teaching/Learning Methodology</b> 教學方式	To be designed by the professor in charge. 由授課教師自行編訂。	
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b> 考核方式 (與學習成果相呼應)	To be designed by the professor in charge. 由授課教師自行編訂。	
<b>Student Study Effort Required</b> 學生學習時數	Class contact 課堂:	
	▪ Seminar 研討課	42 Hrs.
	Other student study effort 其他學習:	
	▪ Reading 閱讀	50 Hrs.
	▪ Writing 寫作	30 Hrs.
	▪ Discussion 討論	10 Hrs.
	Total student study effort 總學時	132 Hrs.
<b>Reading List and References</b> 參考書目	To be provided by the professor in charge. 由授課教師自行提供。	
<b>Medium of Instruction</b> 授課語言	Chinese (Putonghua) 中文 (普通話)	