



MBA PROGRAM IN INTERNATIONAL TOURISM MANAGEMENT

Introduction

This **MBA program in International Tourism Management** has been the earliest graduate institution established in the particular field in Tourism since 1989. For years, we proactively enhance students' research abilities, and broaden multiple research issues relating to tourism, hospitality, travel and leisure studies. We also cultivate students to develop international visions and to be the perspective managers in the tourism industry.

Mission Statement

Our cultivation directions include Hotel & Restaurant Management and Leisure & Travel Management. The main goals focus on :

1. To raise the international vision.
2. To develop tourism specialized management skills.
3. To cultivate and analytical abilities in tourism students.

Features

The program provides two distinct professional training. One is focus on hospitality management, including seminar for the management in hospitality industry. Another is training emphasize on leisure and recreation management consist of seminar for culture and tourism and seminar for the management in travel management. This master cultivates strategic thoughts and quantitative an analytical skills, a combination essential in upper management position as well as hospitality research positions.

Graduates from this program can integrate newly acquired skills and knowledge in the areas of hotel, restaurant, leisure, travel, tourism administration, hospitality education and instruction to enhance their professional career. They are expected to be well prepared for fulfilling careers in the tourism industry and to be able to contribute to enhancing the quality of products and services provided by this industry.

Admission

International applicants must hold a valid, ROC-recognized bachelor's degree, or its equivalent. Furthermore, the international applicants have to satisfy all applicable requirements stated in the CCU Regulations for International Admission.

The international master program requires applicants to provide school transcript(s) (including proofs of outstanding academic achievements).

The applicants have to submit one copy of study plan in English or Chinese. Work experience, published research papers, or other materials could advantageous to you should be attached to the application package.

Program Structure

Each and every student in the Program must complete 36 credits, including all required courses and some elective courses.

The international MBA program in the Department of Tourism Industry at Chinese Culture University gives all courses in English. After one year of study and upon completing required courses, students may apply for the taking of a thesis proposal review exam and thesis exam. Passing the thesis proposal review exam authorizes a student to become a candidate of a master degree. The thesis could be written in English and conform to the standard format used by CCU.

Required Courses

Courses	Unit	Courses Description
Research Methodology	3 credits	This course aims at providing students with research techniques and skills for analyzing quantitative data that may be required for their individual research project, the publication of the research and an academic career. The emphasis is on practical uses of SPSS and AMOS software tools in order to discover and prove new scientific facts and relationships.
International Business Management	3 credits	The Challenges of Globalization places culture and globalization front and center to motivate and enable students to grasp difficult conceptual material. The course covers a wide range of financial issues. The theoretical foundations are further discussed including CAPM, APT, MM theory, cost of capital , dividend policy, etc.
International Marketing Management	3 credits	This course is designed to introduce students to international/global marketing and branding as viewed through the lens of Taiwan's brands and companies.
Corporate Finance	3 credits	The class focuses on setting out the basic principles of financial management and applying them to the main decisions faced by the financial manager. The content covers the fundamental concepts of financial management, pricing on financial assets, discounted cash flows techniques, capital budgeting evaluation methods, capital asset pricing model, the measure of financial leverage, cost of capital, capital structure theory, dividend policy.
A Scientific Research of Tourism Studies	3 credits	This course is focusing upon acquainting the graduate students with the domains of tourism, the theories involved, methods applied, role of logic in research design and further understanding of academic approach in research article evaluation in tourism study. Students will discuss research articles from tourism periodicals. The overall aim of the course is to 1. Enhance the ability to search and understand the most updated knowledge in the tourism field for competence in tourism career; 2. Prepare for thesis writing.
Applied Multivariate Data Analysis	3 credits	This course aims to provide students with a variety of multivariate statistical methods frequently used in business research. They include multiple regression, logistic regression, factor analysis, principal component analysis, cluster analysis, discriminant

analysis, and canonical correlation analysis among others. This course is designed to develop students' competence in multivariate data analysis for their thesis research.

Elective Courses

Courses	Unit	Courses Description
Seminar for Culture and Tourism	3 credits	Since 1978, the first batch of world heritage list announced, the world heritage sites already became one of most important tourism resources in cultural tourism. It is aimed in this curriculum, to clarify the definition and introduce the world heritage, assigns the criteria, and introduces the potential sites of world heritage list in Taiwan. It will make the students understand the world wide trend of development of the cultural tourism. And discusses the development of cultural tourism, the characteristics of cultural tourism and also explain the meaning of the cultural tourism contains, and analyzes the positive and negative impacts of cultural tourism, anticipate helping the students to enter this new research area.
Seminar for The Management in Travel Industry	3 credits	The purpose of the course is to present critical issues, problems, and opportunities facing the tourism industry, to draw together the insights of observers commonly concerned with the effects of tourism on contemporary society. The lessons represent various viewpoints from leading educators and practitioners from such disciplines as anthropology, economics, environmental science, geography, marketing, political science, psychology, public administration, sociology, and urban planning. The approach taken by this course is on the exploration of issues facing those involved in the tourism domain, and bringing about much needed thought, discussion, reflection, argumentation, and debate to examine the phenomena of tourism as fully as possible.
Seminar for The Management in Hospitality Industry	3 credits	This course is designed to provide you with an understanding of the hospitality industry from an international perspective. Upon completion of this course, you should be able to: <ul style="list-style-type: none"> ● Discuss past, present, and future trends in the hospitality industry. ● Calculate the major hospitality operational statistics. ● Identify some of the major concerns for hospitality operators planning to enter international markets. ● Describe current events that are impacting the hospitality industry.

Faculty

Professor	Position	Degree
Dr. Li-Chung Jen	Professor and Chairman, Department of Tourism Industry	Ph.D., Marketing of Ohio State University, USA
Dr. Lung-Ming Tsai	Professor	Ph.D., Graduate Institute of National Science Kobe University, Japan
Dr. Chun-Fang Chiang	Associate Professor	Ph.D., Hospitality Management of Kansas State University, USA
Dr. Whei-Li Lu	Associate Professor	Ph.D., Graduate Institute of International Business Administration, Chinese Culture University, R.O.C.
Dr. Hsin-Hui Pu	Assistant Professor	Ph.D., School of Management Studies for the Service Sector, University of Surrey, UK
Dr. Wen-Yu Su	Assistant Professor	Ph.D., Research Institute for Sustainable Humanosphere, Kyoto University, Japan
Dr. Tzeng-Hua Yang	Assistant Professor	Ph.D., Department of Forestry and Natural Resources, Purdue University, West Lafayette, Indian, USA
Dr. Ya-Li Chang	Assistant Professor	Ph.D., Graduate Institute of International Business Administration, Chinese Culture University, R.O.C.
Dr. Jane-Fuh Lu	Assistant Professor	Ph.D., Department of Biology, University College London, UK
Dr. Yu-Ping Wei	Assistant Professor	Ph.D., Graduate Institute of Food Technology, National Taiwan University, R.O.C.
Dr. Shin-Yi Lin	Assistant Professor	Ph.D., School of Hotel & Restaurant Administration, Oklahoma State University, USA
Dr. Ming Liu	Assistant Professor	Ph.D., Hospitality Administration, Texas Tech University, Lubbock, TX, USA
Dr. Chi-Fan Lin	Assistant Professor	Ph.D., Oriental Asia and Human Sciences, University of Paris VII, France



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