休閒運動健康系

Department of Recreational Sport & Health Promotion

一、必修科目Required Courses

646001 研究方法 ３ 必

本課程的目的，在讓學生學習如何以一科學的程序與方法，來蒐集和分析休閒與保健產業經營上相關的資訊，以協助休閒運動產業擬定決策，解決其經營管理上，所面臨的問題。主要內容包括：研究程序、初級資料蒐集方法、概念的衡量，抽樣與現場作業管理、資料整理與分析、研究報告撰寫。

646001 Research Methods ３ R

This course will provide a comprehensive coverage of the research process and methods in the recreation and health business settings to improve the quality of recreation and health business decision-making and solve the management problems in a scientific way. The major subjects will cover: introduction, research process, research methods for collecting primary data, measurement concepts, sampling and fieldwork, data analysis and paper writing.

646002 高階應用統計學 ３ 必

本課程提供了一套從統計的知識、軟體的操作到實際應用的能力訓練。將量化研究的實務工作與SPSS及LISREL視窗版軟體的應用加以整合，並著重統計方法在休閒運動保健領域上應用的實例。

646002 Advanced Applied Statistics ３ R

The purpose of this course is to provide basic training for competence in statistical knowledge, software usage and research practice. With introduction for the statistical software of SPSS and LISREL, students will learn how to apply these tools to researches in recreational sport and health promotion.

646003休閒經營專題研究 ３ 必

本課程主要目的在建立休閒經營理論與實務專業知識。課程主題將包括休閒與保健產業經營的服務需求、商品化、產業組合、永續經營、經營策略、競爭力、服務作業、服務品質、承載量、財務收支、促銷運用等休閒與保健產業經營之探討。

646003 Special Topics on Recreation and ３ R

Health Management

The purpose of this course is to teach student the professional knowledge of management theory and practical experience in the recreation and health business settings. The contents of this course include demand, commodity, industrial constitute, sustainable management, and analysis of the Recreation and Health Business service organization include strategy, competition capability, service operation, service quality, carrying capacity, financial balance and promotion.

646004 專題討論（1） 1 必

本課程旨在提供全體師生一個共同研討休閒與保健產業經營學術與實務新知的交流平台，藉由專題演講、論文報告、校外參訪與心得報告，或角色扮演、文化巡禮等活動，來增進師生互動與情誼，並使學生學習到具有人文藝術素養的最新休閒與保健產業經營知識

646004 Seminar (1) 1 R

This curriculum is designed a platform for all teachers and students interaction in academic activities of recreation and health business settings. The activities in the course include making keynote speech, dissertation presentation, go sightseeing institution and report, role-playing, and cultural learning. The course aims to enhance affiliation and understanding in the graduate institution and expects students learned more in recreation and health business settings with art and humanity.

646005 健康促進專題研究 ３ 必

本課程之目的主要為提供研究所學生對健康促進概念之了解，在文獻導讀方式課程方式中，讓學生了解不同之健康促進理論，並經由課程討論及文獻分析，探討運動與健康促進之關係。期經由本課程能引發學生對於健康促進理論之了解，且能正確使用於實際生活應用中。

646005 Special Topics on Health Promotion ３ R

The course of 「Seminar on Health Promotion」is designed to encourage graduated students from varying backgrounds to obtain the knowledge and skills which is necessary for developing appropriate approaches to evidence-based health promotion, in addition, to direct at practitioners aspiration to upgrade students’ knowledge. The purpose of this course is to guide students how to read the literature reviews, so that students can get more awareness how to promote healthy lifestyle through the means of exercise. The content of this course includes various theories of exercise psychology on health-related behavior. Apply psychological guidance and skill on recreational sports fields will be also discussed.

646006 休閒與健康機構實務 １ 必

本課程主要目標在透過學生校外機構的實作經驗，來結合學校課堂內的理論，使學生能夠理論與實務並重，提升職場競爭力。

646006 Practical Training of Leisure 1 R

and Health Institution

The aim of this course is to combine the practical experiences and academic theories for students so as to enhance their abilities of job competition.

646007 專題討論（2） １ 必

本課程旨在提供全體師生一個共同研討休閒與保健產業經營學術與實務新知的交流平台，藉由專題演講、論文報告、校外參訪與心得報告，或角色扮演、文化巡禮等活動，來增進師生互動與情誼，並使學生學習到具有人文藝術素養的最新休閒與保健產業經營知識。

646007 Seminar (2) １ R

This curriculum is designed a platform for all teachers and students interaction in academic activities of recreation and health business settings. The activities in the course include making keynote speech, dissertation presentation, go sightseeing institution and report, role-playing, and cultural learning. The course aims to enhance affiliation and understanding in the graduate institution and expects students learned more in recreation and health business settings with art and humanity.

646008 碩士論文 6 必

本課程主要是在於訓練碩士班研究生正確的研究態度與研究能力，經由對專業方向的研究，期使培養研究生的獨立研究能力

646008 Thesis 6 R

The main purpose of course is to train the learners to be dependent researchers. Though taking this course, the students will have correct research attitudes and ability, and to be an excellent researcher.

二、選修科目Elective Courses

646009 休閒教育專題研究 ３ 選

本課程主要在介紹休閒及休閒教育的內涵與相關理論，並探討國內當前休閒教育的現況與未來發展趨勢。

646009 Leisure Education Study ３ Ｅ

The course introduces mainly the connotations and theories of leisure and leisure education, and to explore the current situation and further development of leisure education in Taiwan.

646010運動能量代謝與策略專題分析 3 選

本課程目的：瞭解運動時能量代謝，特別是碳水化合物、脂質、蛋白質。再者，結合理論與食物增補，促進運動表現。

646010 Special issue on the Exercise 3 Ｅ

Metabolism and Strategy

The goals of this class are to understand the energy metabolism during exercise, especially carbohydrate, lipid, and protein. In addition, combining theory and food supplementation and increasing sport performance are another goal in this class.

646011 體適能專題研究 ３ 選

本課程旨在使學生瞭解體適能的中心概念與評估體適能的方法。所包含主題有：個人健康狀況調查；漸增運動能力測試；心電圖記錄與基本解讀；肌力與肌耐力評估；身體組成分析；肺功能測試；心血管疾病風險評估分析及個案研究與運動處方的設計。

646011 Special Topics on Physical ３ Ｅ

Fitness Research Project

The aim of this class is to study the concepts and techniques for evaluating physical fitness. Topics include health and medical histories, graded exercise capacity testing, ECG recording and basic interpretation, muscular strength and endurance assessment, body composition analysis, pulmonary function tests, CHD risk-factor analysis. Lab results and case studies are used to practice writing exercise prescriptions.

646012 健身運動生理學專題研究 ３ 選

本課程之目的在於深入探討從事健身運動之生理機制及不同訓練法之成效差異。由於健身運動產業逐漸受到重視，而不同的訓練理論，以及不同訓練法之間所產生的生理機制反應的差異，對訓練效果皆有不同的影響。再則運動增補劑的調配與補充，也是本課程探討的內容之一。

646012 Physical Fitness Physiology Research ３ Ｅ

The purpose of this course is to investigate the physiological mechanisms of engaging in physical fitness training, and the different effectiveness of different training programe. As the fitness industry be taken seriously gradually, different training theories and methods will lead different physiology mechanisms, training effectivensss. Furthermore, sports supplement taken skill and prescription will be discussed in this course.

646013 休閒遊憩服務品質管理 ３ 選

本課程經由研討休閒遊憩服務品質管理之相關理論，在休閒遊憩管理與研究之運用。

646013 Service Quality Management ３ Ｅ

for Leisure and Recreation

This course will familiarize students with the interdisciplinary elements of leisure industry such as strategy management, leadership, human resources, food and beverage services…etc. Through a proper management of quality, the integration of tangible and intangible products will be provided promptly to the consumers. By demonstrating practical applications of controlling quality in the service sector, students will learn how to adopt the principles into real world situations.

646014 運動休閒人力資源管理專題研究 ３ 選

本課程主要著重於休閒與保健產業所屬人力之工作分析、選訓、發展、薪酬及績效評估等人事管理的理論基礎作完整且全面的檢視，並透過心得與實務應用例子報告，培養學生搜集有關人力資源管理資料，提出研究專討及討論解決方法，並訓練學生之表達、研究能力與實用技巧。

646014 Special Topics on Recreation ３ Ｅ

and Health Promotion Human Resources Management

This course focuses on recreation and job analysis of the industry's affiliated manpower of health care mainly, select to train, develop, the salary and performance are assessed,etc. The theoretical foundation of personnel management does intact and overall looking over, and use the example report through gains and practice, train students to collect the relevant manpower resources management materials, propose studying and demanding and discussing the solution specially, train students' expression, study ability and practical skill.

646015 休閒行銷管理專題研究 ３ 選

本課程主要目的介紹休閒行銷管理之最新觀念、程序與理論架構，並討論行銷最新趨勢與主題，如顧客滿意、服務行銷、非營利機構行銷、直接行銷及零售管理與培養學生搜集有關行銷專題資料，提出研究專討及討論解決方法，並訓練學生之表達能力及研究能力。

646015 Special Topics on Recreation ３ Ｅ

Marketing Management Strategy

The main purpose of this course is to introduce the latest ideas and topics, the procedure and theory of recreation marketing management, and to discuss the most updated trend of marketing. Topics discussed in class may include customer satisfaction, serving marketing, non-commercial organization marketing, direct marketing and retailing management. In addition, students are required to propose research topics related to marketing and to collect materials and find out solution. Through these learning activities, students are also expected to improve their abilities in oral expression and research.

646016 質性研究 ３ 選

本課程旨在探討質性研究的意義與內涵，並介紹各種質性研究的方法與資料蒐集技術，期能引發學生對本學科的興趣，進而培養學生從事休閒質性研究之能力。

646016 Qualitative Research ３ Ｅ

This course is designed to explore the meaning and connotation of qualitative research, and to introduce the methods and datum selection technique in this field, so as to cultivate the interests and abilities of students.

646017 休閒行為專題研究 ３ 選

本課程以休閒遊憩中的人類行為研究為主題，經由國內外休閒研究專書與期刊論文研讀與評析，瞭解現今休閒研究趨勢，並提供未來休閒行為研究的概念啟發。

646017 Special Topics of Leisure Behavior ３ Ｅ Behavior

The main topics of this course are about leisure, recreation and human behavior. Through reading and criticizing international and domestic journal papers about leisure research, this course provides current trend and future inspiration in leisure studies.

646018 學術論文寫作專題研究 ３ 選

本課程以學術論文寫作格式、風格、研究倫理與投稿過程為主題，經由國內外文獻閱讀與評論、寫作技巧分析、投稿過程說明，提升研究生論文寫作與發表的能力。

646018 Seminar in Academic Writing ３ Ｅ

The main topics for this course include academic thesis format, writing style, research ethics and manuscript submission. Via reading and criticizing journal papers, analyzing writing skills, and demonstrating manuscript submission process, this course provides students in class with advanced thesis writing skills and manuscript submission abilities.

646019 觀光休閒心理與行為專論 ３ 選

本課程經由研討心理學與行為學之相關理論，在休閒遊憩管理與研究之運用。探討的主題包括觀光課知覺、動機、性格、態度、環境、消費決策、社會文化、人際互動、各年齡層休閒行為以及相關個案研討等項內容。

646019 The Psychology and Behavior ３ Ｅ

of Tourism and Leisure

This course deals with the theory of psychology and behavioral science in leisure industry. Discussion topics included tourism perception, motivation, personality, attitudes, and environment, consumer decision-making, social culture, social interaction, leisure behavior of all ages, as well as related items such as case study.

646020水域遊憩管理專題研究 ３ 選

本課程主要目的是培養學生水域遊憩管理實務能力，透過水域遊憩特色、管理學學術理論的介紹，加上課堂上師生互相討論應用的管理實務，讓學生夠獲得水域遊憩管理實務的能力，進而獲得應用能力。

646020 Special Topics on ３ Ｅ

Water-base Recreation Management

The purpose of this course is to train students in water management practices, recreational capacity, through the waters of recreational features, management, introduction to academic theory, combined with classroom teachers and students to discuss together the application of management practices to enable students to obtain enough water recreation management practice capacity, thus the ability to obtain applications.

646021 運動觀光專題研究 ３ 選

本課程主要目的在探討運動觀光之經營管理觀念。授課內容包括：探討運動觀光之理論、產業特性、關鍵成功因素、參與行為、設施服務規劃、經營管理、行銷規劃及運動觀光設施服務個案探討。

646021 Special Topics on Sports Tourism ３ Ｅ

The object of this course is to explore the concept of management regarding infrastructures of sport tourism. The contents of this course include the theory, business characteristic, critical factor, current situation, sport tourism behavior, plan, management, marketing and case study of infrastructures of sport in relation to tourism destination.

646022 休閒產業政策研究 ３ 選

本課程邀請產官界的專家來介紹與分析台灣當前相關的休閒產業政策，期能讓學生了解政策的利與弊以及它對休閒產業的發展有何影響。

646022 Policies Study of Leisure Industries 3 Ｅ

The curriculum invites the specialist and official to introduce and analyze the leisure industries policies in Taiwan for students so as to understand the advantages and shortage of policies and its influence.

646023 戶外遊憩專題研究 ３ 選

本課程目的希冀透過戶外遊憩議題、未來發展趨勢及管理策略的研讀與評析，提供後續研究構思的參考與基礎。

646023 Special Topics on Outdoor ３ Ｅ

Recreation

The purpose of this course is to provide reference and foundation for future studies in outdoor recreation management through reading and criticizing readings about outdoor recreation, future trend and management

646024 社區健康營造專題研究 3 選

社區健康營造專題屬進階課程，旨在提供研究生有關社區健康營造之理論與實務。課程內容包含社區居民之運動及飲食行為、實務與政策等相關議題，以及目前政府公部門之執行現況及健康城市之未來展望。透過本課程，學生亦期能培養建構多樣之社區健康營造介入策略的能力

646024 Special Topics on Healthy 3 Ｅ

Community Building

This is an advanced course providing gradated students the opportunity to study a variety of issues on healthy community building，and different models and successful experiences of health community and health city as well. Course involves health behavior, practice, research, and policies regarding intervention at the community level. Students will have opportunities to explore and discuss current issues of exercise and diet, to develop and conduct a research project, and gain practical experiences in the real setting. Graduated students are also anticipated to build advance research abilities through this course.

646025 健身運動心理學專題研究 ３ 選

健身運動心理學專題研究為一進階課程，期能提供研究所學生對健身運動之心理相關議題與行為表現有更深一層之認識與了解，並能於課程中將理論應用於實務推廣層面。課程之內容除介紹健身運動心理學之各項理論與議題，並將包含部分健康心理學及競技心理學議題。

646025 Special Topics on Exercise Psychology ３ Ｅ

The purpose of this course is to progress research abilities for students in the master’s program on issues regarding exercise psychology. Students will have opportunities to learn and discuss the major issues on exercise psychology, moreover, to increase and perform on research project, and acquire practical experiences in the real setting. Course contents is included not only theories of exercise psychology, but also the major theories of health psychology and sports psychology.

646026 休閒遊憩個案分析 ３ 選

本課程試圖從數字來談台灣休閒產業發展現況，舉凡旅館業、旅行業、觀光遊樂業、國家風景區、國家公園與世界襲產、森林遊樂區、生態旅遊、LONGSTAY、分時渡假旅館、獎勵旅遊、醫療觀光、博羿產業及休閒產業e化等項，逐一探討面臨困境或未來發展趨勢，最後以某一城市或縣市之觀光產業予以診斷，提出綜合評估。

646026 Case Studies of Leisure and Recreation ３ Ｅ

Case studies can serve as the means by which students can better understand the complexity of the marketing system and the decisions required by those managers responsible for formulating marketing strategies and programs. As that, the purpose of this course is to provide for the students with the opportunity to apply their knowledge of marketing concepts and tools to a variety of real marketing problems in leisure industry.

646027 體驗與冒險教育專題研究 ３ 選

本課程主要目的是在介紹「體驗教育」及其次領域－「冒險教育」的概念、現今重要研究議題，透過課堂上的討論與報告，建構體驗與冒險教育的研究架構藍圖。

646027 The Study of Experiential and ３ Ｅ

Adventure Education

The purpose of this course is to provide the blue print for research in “Experiential and Adventure Education” field through introduction, discussion and presentation for current issues of experiential education and adventure education.

646028 特殊需求族群健康促進專題研究 ３ 選

本課程旨在針對特殊群體之健康促進議題，進行相關議題之專題討論。其授課內容之特殊群體包括高齡者、身心障礙者、孕婦及其它俱有特殊需求者。授課內容包含各種特殊群體之需求評估、相關研究文獻導讀、各種特殊群體健康促進模式的建立方法的優缺點及適用性比較。

646028 Special Topics on The Research ３ Ｅ

of the Health Promotion for the Special Needed Group

This course is designed to guide students to discuss the health promotion topic related to the special needed group. The content includes the assessment the requirement of the special needed group including aging, disable and pregnancy person, reviewing related worldwide literatures, and comparing the advantage and disadvantage of different health promotion models implementing for special needed group.

646029 訓練學理論與策略專題研究 ３ 選

本科目介紹運動訓練學的各項理論，及運動競賽時應用的時機。除了理論的介紹外，也研讀近年有關運動訓練的研究。期能將理論與實務結合，於未來提升運動員的成績。

646029 Special Topics on Training Theory ３ Ｅ

and Strategy

The purpose of this subject is to introduce training theories and when and how to use these theories. In addition to the introduction of training theories, graduate students are instructed to research the latest reports and studies. We hope that a combination of theories and practice can promote athletes’ performance in the future.

646030 旅運經營管理研究 ３ 選

學習旅運業之內涵與旅遊特性、沿革與發展，並瞭解旅運業與相關觀光產業之密切關係，學習達到旅運業經營管李之基本作業系統與業務營運技術之實際模式。

646030 Research in Travel Industry Management ３ Ｅ

It's been a full scale era for travel agent business, yet, still facing numerous potential problems toward practicing and management, name a few, product intangibility, information asymmetry, tourist dispute, high employee turn over rate, IT impact and customer relation management, and so forth. By catching society trend and consumer need variation, advancing internal operation and management efficiency can travel agent practitioners initiate their competition. The course is analyzing and probing into problems by blending theory and practition accordingly.

646031 冒險方案設計與評估專題研究 ３ 選

本課程是為「體驗與冒險教育研究」的進階課程，將更全面探究冒險方案設計與評估之專業議題，介紹冒險方案設計與評估之原理、重要議題與未來趨勢，提供後續研究的概念。

646031 Special Topics on Design and Evaluation ３ Ｅ

for Adventure Programming

The purpose of this course is to provide advanced studies in “Experiential and Adventure Education” with investigation into professional issues about adventure programming as well as basic theory, important issues and future trends to stimulate ideas for future researches.