

Course Information

Subject	Course Content
台灣菜研究 <i>Taiwan Cuisine Studies</i>	Topics discussed and practiced are all cuisines narrated and rooted in Taiwan, be it originated from abroad or locals, including Chinese and regional cuisines, Taiwan's ethnic foods, new (SE-Asian) immigrants' foods, among others, as well as emerging issues on these foods' glocalization. Also included is a full English cooking lab. To equip participants with all needed skills to develop, to make and to market the iconizing Taiwan Cuisine.
美食地理資訊系統 <i>Geographical Information System in Food Studies</i>	Topics include processing of geographic data from the GIS, spatial and attribute analysis, 3D network, image processing, location analysis and other professional module applications, as well as the making of the thematic map for foods and presentation of geographic information, aiming to strengthen participants' professional and digital competencies and their further applications in culinary profession, and food culture and communications industries.
食物地理學 <i>Food Geography</i>	Topics include basic concepts about space, landscape, place and consuming geographies, and, based on agricultural geographies, extend to issues about food sovereignty, food networks and other environmentalist concerns. Also included is an off-campus fieldwork to help participants integrate their geographical and culinary culture knowledges to specifically apply these to future research and development of local foods.
食物媒體與寫作 <i>Food Media and Writing</i>	Topics include basic news interviewing and writing, recipe making and writing, food-oriented comments and critiques, blogging, literature, and other emerging media and corporate public relations' press release writing, aiming to strengthen participants' professional and communication skills to apply these to food culture and innovation industries.
農業食物研究 <i>Agro-food Studies</i>	Core concept is all about food systems that include agricultural production, manufacturing, consumption and disposal, and issues about environment, social economy, public health, globalization and localization of agricultural corporates, and how they plan and manage a sustainable agriculture. As well, a short-term oversea fieldwork is included. All of these aim to strengthen participants' professionalized and internationalized competencies and to apply these to their future academic and culinary careers.
樂齡飲食專題 <i>Topics on Elderly Care Diets</i>	Based on Chinese traditional medicinal food and its culture and applications, related topics include medicinal principles, functions and culinary preparations on nourishing diets, and emerging elderly meal planning. An off-campus visit to pension house and its food provision is also arranged. Altogether, these aim to strengthen participants' professionalized and corporate managing competencies, and to apply these to culinary academics and culinary innovation industries.
飲食文化產業專題 <i>Topics on Food Culture Industries</i>	Six main topics discussed include industrialization of culture and culturalization of industry, ethnic foods, Chinese religions and foods, culinary sciences and innovations, food tourism, and environment and food., which are designed to help broaden participants' academic vision and integrate various disciplinary knowledges.
文化創新與創業管理 <i>Cultural Innovation & Entrepreneurship Management</i>	This course aims to enable students to understand the cultural meaning expressed by tradition / inheritance, and then apply it to the catering industry in order to achieve the purpose of "innovation based on legacy" and "sustainable management." This course focuses on the essence of culture and how culture becomes an element and theme of innovation / entrepreneurship. In terms of teaching methods, this course has classroom lectures and discussions, theme exploration workshops, expert lectures, and industry observation workshops.
釀酒科技研究 <i>Wine Science</i>	This course aims to enable students to understand the knowledge of alcoholic beverages around the world and the basic knowledge about brewing of wine, liquor remakes, fruit punch and spirits. This course covers grape cultivation and brewing, basic plant growth science, soil quality, grapevine nutrient requirements, fermentation science, sensory evaluation, and world wine and spirits. It also introduces the school's education facilities on wine and spirits. In terms of teaching methods, this course includes classroom lectures and discussions, education and training in the laboratory and industry, field visits and internships.
烘焙科技暨商品開發研究 <i>Cures the technical research</i>	This course aims to help students understand the characteristics of raw materials for baking and learn how to develop baking products, as well as train students to strengthen their reading of English journals on baking. This course covers the characteristics of raw materials, processes, product qualities, and future trends of new products. In terms of teaching methods, this course includes classroom lectures and discussions, group reports and practical exercises.
世界飲食文化研究 <i>Dietary Culture of Word Research</i>	This course aims to cultivate students' macroscopic vision in food culture and let students understand the development of food culture in the world. This course covers the important aspects of food culture, as well as the development characteristics and future trends of various regions, and focuses on in-depth discussion of related topics.
質性研究 <i>Qualitative Research</i>	This course aims to cultivate students' independent research ability, make students understand qualitative research methodology and data collection strategies, and enable students to write qualitative research reports. This course continues the discussion of Taiwanese ethnicity, religion, globalization, and media in the course "Topics on Food Culture Industries", and introduces the development of qualitative research, research approaches, data collection methods, and analysis through the data analysis software Atlas.ti. Finally, in terms of individual thesis for students, this course teaches the main points of research ethics and enables students to practice essay writing.

<p>餐飲創新研究 Food and Beverage Innovation Research</p>	<p>This course aims to develop students' ability to think, criticize and solve problems, and the ability to write entrepreneurial projects.</p> <p>This course covers the basic theories of creativity, innovation, and entrepreneurship, creative thinking techniques, the essence of innovation, entrepreneurial ideas and processes, types and strategies of business models, and training writing skills for operating plans.</p> <p>In terms of teaching methods, this course includes introduction, discussion and analysis of cases on catering innovation / entrepreneurship, creative thinking training, and catering innovation and entrepreneurship plan writing.</p>
<p>餐飲專案管理研究 Research in Hospitality Project Management</p>	<p>This course aims to enable students to understand the important concepts and principles of project management, to be familiar with the structure and knowledge system of project management, to complete the case management plan for project management, to learn how to use project management software, and to accumulate practical experience in project management execution.</p> <p>This course covers the introduction of catering project management, practical cases, case planning, management process, software application and writing of planning documents.</p>
<p>食物設計研究 Food Design Research</p>	<p>This course aims to explore interdisciplinary knowledge and applied research on food design, as well as develop students' planning, execution and application skills in food design.</p> <p>Based on food aesthetics, this course regards agricultural production, food science, food culture, food marketing, and consumer communication as core knowledge areas that can be applied to the food supply chain, and enables students to learn to manage design processes, methods, and spaces, decide on the products available for display and the sales services available, design food utensils and kitchenware, design advertisements or marketing activities that promote food, etc.</p>
<p>食物設計實務 Food Design Practice</p>	<p>This course aims to help students learn the industrial practice of food design, and cultivate students' ability in planning, implementation and industrial application of food design.</p> <p>This course is a continuation of the "Food Design Research" course. Students already have core knowledge of food aesthetics, agricultural production, food marketing, etc. Students will participate in case internships and food design practices based on the food supply chain topic, and publish the results on the relevant topics.</p> <p>Students will learn to manage the design process, and acquire food aesthetic knowledge and design capabilities, as well as the experiential product module layout and exhibition capabilities, sales and service capabilities, and design promotion and marketing capabilities.</p>
<p>國際連鎖品牌創業實務 International Chain-Brands Incubation</p>	<p>The purpose of this course is to enable students to learn the knowledge necessary for the operation of the restaurant and tourism industry towards chain operation, branding and internationalization.</p> <p>This course covers the concept of chain operation, product design, organization management, brand meaning, local cultural creativity and internationalization, channel development and store expansion, image establishment, data application and management, international restaurant and brand marketing, license management, and smart production management and application.</p> <p>In terms of teaching methods, this course includes classroom lectures, article reading, case studies, expert practice discussions, and case practice.</p>
<p>餐創智慧經營與整合實務 F&B Smart Management and Integration</p>	<p>This course aims to assist students to learn four aspects of knowledge, including business management, data index management, new technologies and new trends, and management system integration, which are required for the smart management of the catering industry.</p> <p>This course covers business management data analysis and application knowledge, BI (business intelligence) analysis system construction and implementation, big data technology, AI (artificial intelligence), image recognition technology, smart management of the chain brand and other knowledge and skills.</p> <p>In terms of teaching methods, this course includes classroom lectures, abstract reading, case studies, and practical exercises.</p>
<p>餐飲企業診斷實務 F&B Enterprise Diagnosis Practices</p>	<p>This course aims to train students to have a holistic system perspective on innovation, R&D and management of the catering industry, so that students can serve as catering industry R&D or management consultants in the future.</p> <p>In terms of the course content, the course uses the approach based on case studies and corporate practice to enable students to learn the diagnostic practices of catering businesses. The diagnosis targets include: enterprise operators, organizational operations, financial management, production and operation management, enterprise evaluation and operation performance, marketing management, human resources, research and development, internal control system, etc.</p> <p>Meanwhile, students can also learn problem-solving strategies and suggested action plans through this course.</p>
<p>餐廚智慧製造與研發實務 F&B Smart Manufacture and Innovation</p>	<p>This course aims to assist students to learn four aspects, including: the production process required for smart kitchen and restaurant manufacturing technology, optimization and standardization analysis, the IOT (Internet of Things) and human-machine collaboration system integration applications, and new technologies and new trends.</p> <p>This course covers an introduction to smart manufacturing, an internship in system simulation software, an introduction to human factors engineering, and the knowledge and skills of smart operation of chain brands.</p> <p>In terms of teaching methods, this course includes classroom lectures, report reading, expert lectures, case studies, and practical reports.</p>
<p>療癒餐飲設計研究 Healing F&B Design Research</p>	<p>This course aims to explore the interdisciplinary knowledge and applied research of healing food design, so that students have the research and development and management capabilities of healing food design.</p> <p>This course covers practical research on healing interdisciplinary knowledge, healing ingredients, healing catering design, healing experience activity design, healing table decoration and healing space design.</p> <p>In terms of teaching methods, this course includes case studies and corporate internships.</p>

<p>宅配商品開發暨量產研究 <i>Home Delivery Commodity Development and Mass Production</i></p>	<p>This course aims to equip students with the ability to develop home delivery products and solve problems in mass production. This course covers case introduction of home delivery product innovation, practical research, writing innovation plans, and publishing innovative research and development results.</p>
<p>飲品科技暨商品開發研究 <i>Beverages Research</i></p>	<p>This course aims to provide students with the ability to research and develop beverage preparation, beverage market analysis and research and development of leisure beverages for entrepreneurial purposes. This course covers the popular development trend of ice products and beverage market, the basic knowledge and technology of ice products and beverage preparation, the innovative research and development of Taiwan special ice products and beverages, and the writing of Taiwan special ice products/drink product plans.</p>
<p>新產品開發市場研究 <i>New Product Develop Market Research</i></p>	<p>This course aims to train students to have the ability to think about new product development strategies and process design, market research capabilities, and the ability to write plan books. This course covers the strategic thinking of new product development, market research, consumer behavior, product portfolio management, new product development and innovation case studies, new product development implementation and planning writing.</p>
<p>法國美食學 <i>French Gastronomy</i></p>	<p>This course explores the reasons why French cuisine has achieved a lofty status from multiple perspectives such as culture, history and catering practices, and introduces important contemporary cross-disciplinary developments (such as molecular cooking, gastronomy and art exchange, etc.), and promote an in-depth understanding of the thinking behind the French diet and the progress of relevant reviews. Some topics can be compared with the current situation in Taiwan and discussed in depth.</p>
<p>飲品歷史與文化傳播 <i>History and Culture of Beverages</i></p>	<p>This course explores the historical development, communication process, evolution of drinking methods and future trends in the world's important drinks (wine, tea, coffee, chocolate, etc.) in the food culture, and understands how cultural and religious influences, colonial history, and the process of globalization have transformed the world's important drinks (wine, tea, coffee, chocolate, etc.) into today's appearance. This course covers cultural and practical discussions and conducts comparative research with the current situation in Taiwan.</p>
<p>廚藝與藝術 <i>Artification prospect of culinary arts</i></p>	<p>Starting with the question "Is cooking a kind of art?", this course first discusses the commonality between culinary creation and artistic creation. The entry points include the selection of ingredients, cooking methods, presentation of dishes and the chef's discourse. Second, this study explores how the art field (painting, music, installation art, film and literature, etc.) uses food as a creative theme.</p>
<p>飲食美學專題 <i>Food Aesthetics Topics</i></p>	<p>Through the introduction, reading and discussion of various food culture related topics, this course looks at food issues from a broader perspective. The main contents of this course include: the origin and concept of food aesthetics, food taste, food preference, history of food culture, analysis of food culture of Taiwan, Japan and France, gastronomy, food culture exchange, food literature, food and art, wine tasting aesthetics, etc. This course assists students who have a basic understanding and interest in food culture to develop the relevant thinking, analysis, and expression skills.</p>
<p>活動行銷與節慶管理 <i>Event Marketing & Festival Management</i></p>	<p>This course aims to help students develop the research ability, integrated communication ability and project management ability of the food culture of the catering industry, and help students understand the relationship between festival activities, food culture and tourism development. This course will explore the role of festivals and their influence in contemporary food culture and tourism development trends. The content of this course spans different location, religion, culture and other related festival information on five continents, and introduces the famous large-scale festivals and important ceremonies and related food ceremonies between the worlds.</p>
<p>跨文化溝通與美食消費行為 <i>Cross Cultural Communication & Food Consumption Behaviors</i></p>	<p>This course aims to help students understand how cross-cultural differences and cross-cultural corporate teams communicate and manage effectively, and understand the theory and model of gourmet consumption behavior from the demand side, so as to more effectively and actively master the market, and develop products and meet the diverse needs of food consumers of different nationalities for different foods.</p>
<p>餐飲行銷研究 <i>Hospitality Marketing Studies</i></p>	<p>This course teaches students the concept of food culture marketing aimed at meeting and leading customer needs, and equips students with the basic professional knowledge of catering marketing management to discuss the application of marketing. Through case studies, this course inspires students' interest, stimulates students' creative thinking, assists students to establish correct marketing concepts and learn effective marketing skills, so as to integrate marketing concepts into daily life. In terms of the course content, this course develops and enhances students' complete knowledge of marketing management through the writing of the creative marketing project.</p>
<p>獨立研究 <i>Seminar</i></p>	<p>This course aims to improve the ability of graduate students to conduct independent research. Students will be able to explore research topics, conduct literature analysis, adopt appropriate research methods, interpret research results, and make rigorous conclusions and suggestions. This course also helps students to consider their own research interests, research experience, and the future development and academic contribution of the topics they want to discuss, etc. to develop applied research projects with theoretical and empirical foundations, and conduct research and paper writing.</p>

<p>研究方法 <i>Research Method</i></p>	<p>This course aims to train students to have the ability to carry out applied research, so that students can understand logical reasoning and have the ability to write the master's thesis and conduct research in the field of food culture and innovation.</p> <p>This course regards research methods as basic principles and conducts case studies to enable students to learn the spirit and practices of scientific research, discover relevant research problems in the catering industry, and apply paper research to solve problems.</p> <p>In terms of teaching methods, this course includes classroom explanations, expert lectures, off-campus teaching, discussion of example papers, literature research and reviews.</p>
<p>飲食文化觀光規劃 <i>Food Culture Tourism Planning</i></p>	<p>Based on the success factors of domestic and foreign cuisine and cultural tourism planning, this course introduces effective marketing strategies to students. Through classroom learning, discussion, visits, sharing and reflection, this course aims to enhance the professionalism of Taiwanese hospitality talents in the application of food culture and food tourism.</p> <p>In addition to lectures in the classroom, this course is supplemented by industry cases and current affairs for discussion to teach both the theoretical basis and practical application, and thus, students will be trained to have professional skills in marketing and planning Taiwan's gourmet tourism.</p>
<p>專題討論 <i>Master Thesis</i></p>	<p>This course provides a direct communication and interaction space for teachers and students from this Department/Graduate School.</p> <p>Both students and teachers can provide opinions and suggestions on any research issues related to food culture, catering knowledge and restaurant and culinary arts.</p> <p>At the same time, this course can train graduate students to have the ability to collect literature, summarize and integrate data, independently conduct research and give excellent briefings.</p> <p>This course will train graduate students to have innovative concepts in catering, and enable students to think and solve the catering and culinary industry problems and the ability to study food culture.</p> <p>In short, this course can be used as a pre-training for master's thesis writing and oral examination.</p>
<p>健康餐飲研究 <i>Health Diet Research</i></p>	<p>Through the research report on nutrients in modern medicine, this course explains food selection and processing concepts, and then achieves the function of substantial health care in the development of food and beverage products.</p> <p>In terms of teaching content, this course covers the current status of healthy diet development, the nature and physiological functions of nutrients, the production and development of healthy diet products, and the role of diet ingredients in chronic diseases.</p> <p>In addition, this course will enable students to read, collate, and explain new academic reports in the field of nutrition, and have professional knowledge in health science related to food nutrition.</p>
<p>綠色餐飲研究 <i>Green Foods Research</i></p>	<p>This course aims to develop students' ability to have a correct understanding and take an action on green diet. Students will have the knowledge and ability to judge the safety of ingredients and choose the green diet.</p> <p>By explaining the first, second and third food revolutions, this course enables students to understand the evolution of modern food supply and the issues that coexist with organic agriculture, such as those on pesticide disputes, food manufacturing (food additives) and genetically modified foods.</p> <p>In addition, it also introduces the development of green food issues in the world, as well as the status of green restaurant evaluation, green procurement policies, environmentally sustainable business strategies and green consumption promotion in Taiwan.</p>
<p>人工智慧資料分析 <i>Artificial Intelligence Based Data Analysis</i></p>	<p>Through the teaching of Python programming language, this course leads students to gradually enter the professional field of data analysis.</p> <p>In terms of teaching content, this course includes an introduction to the Python programming language, an introduction to web crawlers and data processing, and an introduction to Python data analysis and tools. Finally, this course introduces the important theories and methods of machine learning, and through the discussion of related research, so that students understand how to apply what they have learned.</p>
<p>魅力品質與決策分析模式 <i>Attractiveness Quality and Decision</i></p>	<p>This course aims to enable students to make accurate analysis and decision-making by using the software's operating instructions and related research discussions when facing rapid changes in product innovation and business environment.</p> <p>In terms of teaching content, this course covers the quality model of Kano model, analytic hierarchy process (AHP), evaluation grid method (EGM), and Hayashi's quantification method type I.</p>
<p>數量方法 <i>Quantitative Research</i></p>	<p>This course aims to introduce the basic concepts and theories of quantitative methods to familiarize students with the setting, estimation and verification of linear and nonlinear regression models.</p> <p>This course introduces chi-square test, variance analysis, regression analysis, factor analysis, canonical correlation analysis (CCA), intervening variables, moderating variables analysis, path analysis, etc. through the operation of SPSS software.</p> <p>In addition, this course also introduces structure equation modeling (SEM), and uses AMOS software as a tool to introduce verified factor analysis, structural models, and the goodness of fit index (GFI) of each model.</p>
<p>文化創意數位內容導論 <i>Applied Information Technology-Practical Study on Digital</i></p>	<p>This course aims to cultivate students' ability to design web pages and APPs, so that students are familiar with the types and characteristics of multimedia materials such as text, images, animations, and videos, as well as the video production and editing techniques. Students will understand the basic concepts and production process of tools for integrating web pages and apps.</p> <p>In terms of teaching content, this course mainly focuses on the applications of Photoshop, Dreamweaver and Flash.</p>

<p>文化創意數位內容實務 <i>Applied Information Technology-Practical Study Digital</i></p>	<p>This course leads students through project implementation. Through the introduction of thesis and the introduction of examples, students are guided to design and plan the system architecture through group discussions to implement a set of digital content application systems.</p> <p>It also introduces tools related to the digital capabilities required at each stage of the above process. Students will acquire the information technology skills required to achieve their goals, such as data collection and analysis capabilities, digital content production capabilities, website building capabilities, and APP programming capabilities.</p>
<p>食材特論 <i>Eats the Material Special Theory</i></p>	<p>The purpose of this course is to enable students to understand the basic characteristics of food materials, and familiarize themselves with the physical and chemical changes that occur in the cooking process. It also enables students to learn how to use different processing methods to influence the quality of food and beverage products, as well as the creation, research and application of culinary arts.</p> <p>In terms of teaching content, this course covers the natural characteristics and cooking principles of various ingredients to strengthen students' culinary skills and innovative research and development capabilities of catering products.</p>
<p>餐飲感官品評實務研究 <i>Food and Beverages Sensory Evaluation Research</i></p>	<p>This course aims to help students understand the methods and precautions for sensory evaluation of food and beverage products.</p> <p>It is expected that students have the ability to plan and actually implement appropriate sensory evaluations, perform basic analysis of evaluation data, and interpret evaluation conclusions, thereby enhancing their abilities to effectively apply sensory evaluations to catering innovation research.</p>
<p>廚藝科技暨商品開發研究 <i>Innovation Research of Chinese and the Western Culinary</i></p>	<p>This course aims to enable students to understand modern food and culinary technology, product development trends, modern emerging culinary theory and technology, and to enable students to apply culinary technology to the development of catering-related products or commodities.</p> <p>In terms of teaching methods, this course will guide students to read and discuss relevant research literature and design culinary topics of modern culinary research, and implement group reports and discussions to acquire practical skills and knowledge in the development of culinary commodities.</p>
<p>鮮食及冷凍商品開發暨量產研究 <i>The Research on the Development and Production of Fresh and Frozen Culinary Prod</i></p>	<p>This course aims to enable students to understand the technology, principles and methods of the development of fresh food and frozen commodities, and to enable students to have the innovation and research and development capabilities of fresh food commodities.</p> <p>In terms of teaching content, this course covers modern fresh food, frozen conditioning commodity trends, development principles, equipment and technology, product basic inspection analysis</p> <p>In this course, students will read and discuss research documents in groups and write plan books related to the development of fresh food and frozen commodities.</p>
<p>非正規特色課程 (不定期課) <i>Informal featured courses (irregular courses)</i></p>	<p>Food Safety Control System Training Course HACCP Basic Course (60A) and Advanced Course (60B)</p> <p>This course aims to help students understand the current status of the food safety control system in Taiwan and strengthen the theoretical foundation of students in HACCP operations and auditing practices. Students will learn to prevent food poisoning and have the ability to prevent accidents and crisis events.</p> <p>In terms of teaching content, this course covers hygiene and safety practices, food hygiene management, hazard formation factors, food additives and pesticide residues, the application of HACCP in the catering industry, health inspection and inspection operations, and food inspection principles.</p>