

Credit Program of the Leisure Industry, National Yunlin University of Science and Technology



Introduction to the Program

The Credit Program of the Leisure Industry is coordinated by National Yunlin University of Science and Technology and the leisure industry together to promote the cooperation between university departments and corporations. The program courses, including Management of the Leisure Industry, Human Resources Management in the Leisure Industry, Marketing Management in the Leisure Industry, Festival and Activity Management, Seminars on Leisure Products, and other theoretical or practical courses, are developed by National Yunlin University of Science and Technology and collaborating leisure corporations together. The practical sessions of the courses will take place at collaborating leisure institutes and last two months. Students are required to work as an intern at a collaborating institute for at least 200 hours. Practical issues of the leisure industry

are also incorporated into the course contents and senior managers in the leisure industry will be invited to conduct such relevant courses in partnership with faculty members.

This program is characterized by a special industrial program designed specifically for master's students. Participants in this special program can enhance their practical skills and knowledge and apply various leisure theories to a real workplace through constant interactions with industrial managers. The internship courses are coordinated by experts from the industry or faculty members of the university in the form of a seminar whereby students will gain a thorough understanding of management and the leisure industry. Academia can be seamlessly connected with industries; theories can be effectively put into practice.



Proposed Prospects

This program is coordinated by Yunlin University of Science and Technology in partnership with collaborating corporations. The courses are developed by both parties too. While Yunlin University of Science and Technology is in charge of the instruction of basic theories and research skills, collaborating institutes offer training of practical knowledge and skills. After taking at least 12 credits of courses on campus, students can intern at a collaborating institute to practice taking on actual job tasks. As student participants of this program will receive training on campus from senior managers of collaborating institutes, the concept that school education and industrial practicalities should be integrated can actually materialize. It is hoped that talent recruitment will directly take place in school in the future. Metaphorically, schools will serve as the headwaters for industries, which in turn will serve as a runway for schools.

Collaborating Corporations,
Factories,
and Companies
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