



# DEPART OF HOSPITALITY MANAGEMENT

## Educational Objective

The purpose of the department is to cultivate mid-to-high-level management talents in hotel and catering planning, catering preparation, and operation management with a passion for service.



## Faculty

We have a dedicated team of 10 PhD faculty members with industry experience, including 2 professors, 8 associate professors, and 2 assistant professors.



## Course Highlights

### Hospitality management group

This program blends theory with practical experience in marketing. Courses include Internet Marketing, Service Industry Management and Marketing, Logistics Cost Analysis and Performance Evaluation, Promotional Strategy and Management, Workplace Science and Business Briefing, Customer Relationship Management, and more.

### Catering practical technical group

Tutoring students on courses such as hospitality technology, baking, Chinese cuisine, bartending, etc., to cultivate students with basic professional knowledge and skills in hospitality management.



## Department Features

- Provide students with courses that combine professional theory, practice and skills.
- Lead students to participate in industry-university cooperation projects to enhance students' employment competitiveness.
- Have a good internship cooperation and exchange mechanism, providing overseas exchange schools and overseas internship units.
- Various types of certification practice equipment and certificate coaching courses are available to train students for international professional certificates.

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