Curriculum for Bachelor's Degree Program of International Tourism and MICE

Applicable for the 107 academic year

English Listening	ademic	шс уе	uemi	i aca					~				
English Listening	Year Four												
English Listening													~ .
House	Last							_	Credits	Course			
English Listening	Teach	_	_		_			Hour			Course		
English Conversation	Hou	ur			HC								
English Illustration and Presentation										4	4	English Listening	
Selected English Readings								2	2	4	4	English Conversation	
Selected Readings of Contemporary 2						2	2			4	4	English Illustration and Presentation	
Elementary Chinese Art						2	2			4	4	Selected English Readings	
Selected Readings of Classical Chinese Literature								2		2	2	Selected Readings of Comtemporary	
The Application and its Skill of Chinese Language									2	2	2	Elementary Chinese Art	
Human Development (1)						2	2			4	4	Selected Readings of Classical Chinese Literature	
Human Development (1)					2					2	2	The Application and Its Skill of Chinese Language	Required Course
Introduction to Computer							2			2	2	Human Development (1)	required course
Computer-Based Multimedia Applications 2 2 2 2 2 2 2 2 2						2				2	2	Human Development (2)	
General Course: The Art Life General Course: Social Law and Politics General Course: Natural Environmental Protection Total								2		2	2	Introduction to Computer	
General Course: Social Law and Politics General Course: Natural Environmental Protection 44 44 10 10 10 10 10 4 0 0 0 0 0 0 0 0									2	2	2	Computer-Based Multimedia Applications	
Required Course Natural Environmental Protection												General Course: The Art Life	
Total					2	2	2	2	2	10	10		
Cross-cultural Communication												General Course: Natural Environmental Protection	
Total International Etiquette 2 2 2 2 2 3 4 5 5	0) (0	0	4	10	10	10	10	44	44	Total	
International Etiquette												Cross-cultural Communication	Required Course
Introduction to Tourism								2					required course
Introduction to MICE													
Tourism Policies and Regulations 2 2 2 2 2 2 2 2 2													
MICE Planning and Management									2				
Travel Agency Management													
Tourism English								2				MICE Planning and Management	
Practice for Incentive Travel 2													
Festival Event Planning and Management 2 2 2 2 2 2 2 2 2													
On-site Management of MICE							2					Practice for Incentive Travel	
Risk and Crisis Management													
MICE Planning and Project Writing											2		
Practices of Tour Leader and Guide						2							Required Course
EMICE and Presentation												MICE Planning and Project Writing	
English Communication and Negotiation Skills										2			
MICE Case Study										4			
Tour Planning and Design 2 2					2								
Workplace Ethics												· · · · · · · · · · · · · · · · · · ·	
English Tour-Guiding Practices				2									
Graduation Project	2	_											
Total	2		2										
Internship Marketing and Planning for Cultural Tourism Cultural-Historical Heritage and Tour Guiding Sightseeing tourism module Flight Reservation System Tourism Marketing Planning Cruise Management Case Studies of Travel Disputes Internship 4 4 4 Cultural-Historical Heritage and Tourism 2 2 Cultural-Historical Heritage and Tour Guiding 2 2 Cultural-Historical Herit	2	2 2	2										
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Sightseeing tourism module Sightseeing tourism Geography Elective Courses Cultural-Historical Heritage and Tour Guiding World Tourism Geography Flight Reservation System Tourism Marketing Planning Cruise Management Case Studies of Travel Disputes Cultural-Historical Heritage and Tour Guiding 2 2 3 4 5 Cultural-Historical Heritage and Tour Guiding 2 2 3 4 5 Cultural-Historical Heritage and Tour Guiding 2 2 3 4 5 Cultural-Historical Heritage and Tour Guiding 2 2 3 4 5 Cultural-Historical Heritage and Tour Guiding 2 2 3 4 5 Cultural-Historical Heritage and Tour Guiding 2 2 3 4 Cultural-Historical Heritage and Tour Guiding 2 Cultural-Historical Heritage and Tour Guiding Cultural-Historical Heritage and Tour Gui		۷										*	
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tourism module Flight Reservation System 2 2 2													
module Tourism Marketing Planning 2 2 2				2									
Elective Cruise Management 2 2 2 Case Studies of Travel Disputes 2 2	2												
Case Studies of Travel Disputes 2 2	2		2										module
Case Studies of Travel Disputes 2 2		2										· ·	Elective
Professional Master of Caremony Training		2											
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Applicable for the 107 academic year

category of Course		Course	Credit-hour and Grade							
			Credits	Teaching Hour	Year One	Year Two	Year	Year	Four	
					Last next	Last next	Last next	Last	next	
					Teaching	Teaching	Teaching	Teac	ching	
					Hour	Hour	Hour	Hour		
		Wedding Event Planning	2	2			2			
	Internationa	MICE Planning and Bidding	2	2			2			
	1 Exhibition	Practice of Planning for City Marketing	2	2				2		
	Module	MICE Marketing and Public Relations	2	2				2		
		Practice for MICE	2	2					2	
		Exhibition Booth Planning and Design	2	2					2	