

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

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 Hour	Teaching Hour	Teaching Hour	Teaching Hour	Teaching Hour	Teaching Hour	Teaching Hour	Teaching Hour
Required Course	English Listening	4	4	2	2						
	English Conversation	4	4	2	2						
	English Illustration and Presentation	4	4			2	2				
	Selected English Readings	4	4			2	2				
	Selected Readings of Contemporary	2	2		2						
	Elementary Chinese Art	2	2	2							
	Selected Readings of Classical Chinese Literature	4	4			2	2				
	The Application and Its Skill of Chinese Language	2	2					2			
	Human Development (1)	2	2			2					
	Human Development (2)	2	2				2				
	Introduction to Computer	2	2		2						
	Computer-Based Multimedia Applications	2	2	2							
	General Course: The Art Life	10	10	2	2	2	2	2			
	General Course: Social Law and Politics										
	General Course: Natural Environmental Protection										
	Total	44	44	10	10	10	10	4	0	0	0
Required Course	Cross-cultural Communication	2	2		2						
	Total	2	2		2						
Required Course	International Etiquette	2	2	2							
	Introduction to Tourism	2	2	2							
	Introduction to MICE	2	2	2							
	Tourism Policies and Regulations	2	2		2						
	MICE Planning and Management	2	2		2						
	Travel Agency Management	2	2			2					
	Tourism English	2	2			2					
	Practice for Incentive Travel	2	2			2					
	Festival Event Planning and Management	2	2				2				
	On-site Management of MICE	2	2				2				
	Risk and Crisis Management	2	2				2				
	MICE Planning and Project Writing	2	2					2			
	Practices of Tour Leader and Guide	2	2					2			
	EMICE and Presentation	4	4					2	2		
	English Communication and Negotiation Skills	4	4					2	2		
	MICE Case Study	2	2						2		
	Tour Planning and Design	2	2						2		
	Workplace Ethics	2	2							2	
	English Tour-Guiding Practices	4	4							2	2
	Graduation Project	4	4							2	2
	Total	48	48	6	4	6	6	8	8	6	4
Elective courses	Internship	4	4								4
	Marketing and Planning for Cultural Tourism	2	2					2			
	Cultural-Historical Heritage and Tour Guiding	2	2						2		
	World Tourism Geography	2	2						2		
	Flight Reservation System	2	2							2	
	Tourism Marketing Planning	2	2							2	
	Cruise Management	2	2								2
	Case Studies of Travel Disputes	2	2								2
	Professional Master of Ceremony Training	2	2					2			

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	International Exhibition Module	Wedding Event Planning	2	2						2		
		MICE Planning and Bidding	2	2						2		
		Practice of Planning for City Marketing	2	2							2	
		MICE Marketing and Public Relations	2	2							2	
		Practice for MICE	2	2								2
		Exhibition Booth Planning and Design	2	2								2