Curriculum for Bachelor's Degree Program of International Tourism and MICE Applicable for the 105 academic year

		Credit-hour and Grade										
category		Credits	Teaching	Vear One		Year Two		Year Three		Year Four		
of	Course			Last	next	Last	next	Last			next	
Course			Hour	-	hing		ching	Teac		Teacl		
	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 Comtemporary	2	2		2							
	Elementary Chinese Art	2	2	2								
	Selected Readings of Classical Chinese	4	4			2	2					
	Literature	4	4			2	2					
	The Application and Its Skill of Chinese	2	2					2				
Required Course	Language											
Required Course	Human Development (1)	2	2			2						
	Human Development (2)	2	2				2					
1	Introduction to Computer	2	2		2							
	Computer-Based Multimedia Applications	2	2	2								
	General Course: The Art Life	10 10			2	2	2	2				
	General Course: Social Law and Politics		10	2								
	General Course: Natural Environmental		10									
	Protection											
	Total	44	44	10	10	10	10	4	0	0	0	
	Cross-cultural Communication	2	2	10	2	10	10	4	U	U	U	
Required Course	Total	2	2		2							
	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					
Required Course	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		4					_				
	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	
	Internship	4	4								4	
	Marketing and Planning for Cultural	2	2					2				
	Tourism		_									
g: 1.	Cultural-Historical Heritage and Tour	2	2						2			
Sightseeing	Guiding World Tourism Geography	2	2						2	 		
tourism module	Flight Reservation System	2	2							2		
Hodule	I nght reservation bystem			<u> </u>	L		<u> </u>	<u> </u>	<u> </u>		<u> </u>	

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category of Course			Credit-hour and Grade										
		Course	Credits	Teaching Hour	Year One		Year Two		Year Three		Year Four		
					Last	next	Last	next	Last	next	Last	next	
					Teaching		Teaching		Teaching		Teaching		
		Tourism Marketing Planning	2	2							2		
Elective		Cruise Management	2	2								2	
courses		Case Studies of Travel Disputes	2	2								2	
	International Exhibition	Professional Master of Ceremony Training	2	2					2				
		Wedding Event Planning	2	2						2			
		MICE Planning and Bidding	2	2						2			
Module	Practice of Planning for City Marketing	2	2							2			
	Wiodule	MICE Marketing and Public Relations	2	2							2		
		Practice for MICE	2	2								2	
		Exhibition Booth Planning and Design	2	2								2	