

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

Applicable for the 104 academic year

category of Course	Course	Credit-hour and Grade										
		Credits	Teaching Hour	Year One		Year Two		Year Three		Year Four		
				Last	next	Last	next	Last	next	Last	next	
				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 Comtemporary	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											
	<b>Total</b>	<b>44</b>	<b>44</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	
Required Course	Cross-cultural Communication	2	2		2							
	<b>Total</b>	<b>2</b>	<b>2</b>		<b>2</b>							
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
<b>Total</b>	<b>48</b>	<b>48</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>4</b>		
	Internship	4	4								4	
	Marketing and Planning for Cultural Tourism	2	2					2				

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					Teaching Hour	Teaching Hour	Teaching Hour	Teaching Hour				
Elective courses	Sightseeing tourism module	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
	International Exhibition Module	Professional Master of Ceremony Training	2	2					2			
		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