

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

Applicable for the 105 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		Teaching		Teaching		Teaching	
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	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>	
Sightseeing tourism module	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	

