

Department of Tourism and MICE 2019 Fall Curriculum

Semester / Courses / Credits	Year 1 (Fall)	Year 1 (Spring)	Year 2 (Fall)	Year 2 (Spring)	Year 3 (Fall)	Year 3 (Spring)	Year 4 (Fall)	Year 4 (Spring)
General 28	English(I) 2	English(II) 2	English(III) 1	English(IV) 1				
	11 General Courses (22 credits)							
	Military Training(I) 0	Military Training(II) 0						
	Physical Education(I) 0	Physical Education(II) 0	Physical Education(III) 0	Physical Education(IV) 0				
Core Courses (Required) 20	Introduction to Tourism 2	Marketing 2	Introduction to Management 3	Economics 2				
	Tourism Policies and Regulations 3	Tourism Innovation 2	Statistics 3	Financial Accounting 3				
Professional Courses (Required) 50		Introduction to Computers and AI 2	Commercial Software Application 2	E-Commerce and AI 2	Internet Marketing and AI 2	Smart Tourism and AI 2		
	Introduction of MICE Industry 3	Policy and Market Analysis of MICE Industry 2	Meeting and Convention Planning and Management 2	Planning and Management of Festival and Event 3	MICE Innovation Project(I) 1	MICE Innovation Project(II) 2		Practice Training of MICE Industry 2
	International Etiquettes 2	Tourism English(II)2	MICE English(I)2	MICE English (II)2	Exhibition Planning and Management 3	Incentive Travel Planning and Management 3		
	Tourism English(I) 2				Service Quality Management 3	Proposal Preparing for MICE Projects 3		
					International Etiquettes 2			
Optional 30		International Etiquettes 2	International Etiquettes 2	Marketing Survey and Analysis 2	Customer Relationship Management 2	International Etiquettes 2	MICE Career consultant2	Establishment Planning of Micro Business 2
				City Marketing Planning and Practice 2		Tourism and MICE Information Systems 2	International Etiquettes(I)9	Specific Professional Internship(II) 9
	Exploring Taiwan Tourism Resources 2	Consumer Psychology 2	Tourism Geography 2	Interpretation Service 2	International Etiquettes 2	Design of Travel and Activity Products 2	Tourism Marketing 2	Culture Tourism 2
			Travel Agency Management 2		Practice of Tour Leader and Guide 2		Business Travel Planning 2	
	MICE Event Hosting and Reception 2	Operation and Management of Convention and Conference Facilities 2	Events and Camp Operation and Management 2	MICE Practice 2	Exhibition Planning and Design 2	Destination Marketing 2	Study of Best MICE Practices 2	Green MICE 2
				Public relations activities planning 2			Planning & Management of Wedding Event 2	
	Japanese(I) 3	Japanese(II) 3	Japanese(III) 3	Japanese(IV) 3				
	Overseas Studying / Career Ready Program / Credits selected from other Departments							
Remarks	1.Students require to complete 128 credits.							
	2.Above courses may change from year to year.							