

Department of Tourism and MICE 【Program of MICE & Events Management】 2021 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) | | | | | | | |
| | Physical Education(I) 0 | Physical Education(II) 0 | | | | | | |
| Core Courses (Required) 20 | Introduction to Tourism 2 Tourism Policies and Regulations 2 | Marketing 2 Tourism Innovation 2 Introduction to Computers and AI 2 | Introduction to Management 2 Statistics 2 | Economics 2 Financial Accounting 2 | Social Network & AI 2 | | | |
| Professional Courses (Required) 32 | Introduction of MICE Industry 2 Introduction to Leisure and Recreation 2 Tour Guiding and Interpretation in English 2 | English for MICE Receptionist 2 Design of Travel Products 2 | Meeting and Convention Planning and Management 2 Leisure Recreation Business Management 2 Service Industry Management 2 | Exhibition Planning and Management 2 Travel Agency Management 2 Tourist Recreation Facility Planning 2 | Innovation Project(I) 1 Proposal Writing and Presentation Skills 2 Discussion of Case Study 2 | Innovation Project (II) 1 Incentive Travel Planning and | | Practice Training of MICE Industry 2 |
| Optional 48 | International Etiquettes 2 MICE Event Hosting and Reception 2 | Introduction to Advertisement 2 Operation and Management of Convention and Conference Facilities 2 Policy and Market Analysis of MICE Industry | Multimedia Design 2 Environmental Education 2 Commercial Software Application 2 Events and Camp Operation and Management 2 Aviation English 2 | Travel Booking System 2 Financial Management 2 E-Commerce and AI 2 MICE Practice 2 Planning and Management of Festival and Event 2 | Risk and Crisis Management 2 Service Quality Management 2 Exhibition Planning and Design 2 Study of Best MICE Practices 2 | MICE Project Management 2 Customer Relationship Management 2 Smart Tourism and AI 2 City Marketing Planning and Practice 2 Tourism and MICE Information Systems 2 | Specific Professional Internship(I) 9 Planning & Management of Wedding Event 2 | Specific Professional Internship(II) 9 Green MICE 2 |
| | 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. | | | | | | | |