Deaprtment of Tourism and MICE【Progrma of MICE & Events Management】2022 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 (Requried) 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 Discussion of Case Study 2	Innovation Project (II) 1 Incentive Travel Planning and Proposal Writing and Presentation Skills 2		Practice Traning 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 2	Multimedia Design 2 Environmental Education 2 Commercial Software Application 2 Events and Camp Operation and Management2 Aviation English 2	Travel Booking System 2 Financial Management 2 E-Commerce and AI 2 MICE Practice 2 Planning and Management of Festival	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.							