Deaprtment of Tourism and MICE【Progrma 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 (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 Proposal Writing and Presentation Skills 2 Discussion of Case Study 2	Innovation Project (II) 1 Incentive Travel Planning and		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	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 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, includes: 28 credits of Common Required General Education Courses + 20 credits of College Core Courses + 32 credits of Department Required Courses + 48 credits of Department/ Other Departments Elective Courses (at least 9 credits from outside the departmen); courses outside the department do not include general education, physical education, or military training courses. 2. In order to allow students at Chung Hua university to understand the key features of courses between different colleges, and to achieve the goal of initiating an interdisciplinary teaching concept, students are required to complete the " Intercollege Micro Programs" in their first year. 3. English, General Education, Physical Education and Volunteer Service Requirements: 4 English courses with a total of 6 credits; There are 11 general education courses with a total of 22 credits (divided into 6 core general education courses with 12 credits and 5 courses with 10 credits of multiple electives), of which the core general education courses are divided into three categories: "Social Care (including the 2-degree of "Humanistic Cultivation" and "Social Observation"), "Innovation and Creativity (including the 2-degree of "Art Perception" and "Scientific Inquiry")" and "Health Promotion" (including the 2-degree of "Self-Exploration" and "Biomedical and Health Insurance"), and at least two core general education courses of each category must be taken, with a total of 12 credits. Diversified elective general education courses require 5 courses, with a total of 10 credits. Graduation requires compulsory physical education (1), compulsory physical education (2) and 18 hours of volunteer service activities. 4. Before graduation, students should meet the standards set out in the Implementation Regulations for Compulsory English Courses/ Chinese Courses set by Chung Hua University. 5. In order to meet the graduation qualifications, students must obtain the relevant certificates approved by the Library and Information Office of Chung Hua University or pass the information application ability test conducted by the University itself in accordance with the the Implementation of the Information Application Ability Test of Students of Chung Hua University. (Foreign students are not applicable) 6. Students must complete the course in accordance with the Implementation Measures for the Basic Ability Indicators of Chung Hua University, the Implementation Measures for the Basic Ability Indicators of Students of the College of Tourism of Chung Hua University, and the Implementation Measures for the Basic Ability Indicators of Students of the Deaprtment of Tourism and MICE of Chung Hua University in order to meet the graduation qualifications. (Foreign students are not applicable) 7. According to Article 2 of the Implementation Measures for Innovation and Creativity Courses of Chung Hua University, the basic courses of Innovation and Creativity of the Department are Tourism Innovation, Innovation Project(I) and Innovation Project(II). Students are required to meet the requirements of this Regulations and pass the verification criteria in order to meet the graduation qualifications. 8. Internships on and off campus must be completed for 450 hours to earn 2 credits for the "Practice Traning of MICE Industry" course. For detailed regulations, please refer to the internship guidelines of the Deaprtment of Tourism and MICE. 9. Students should obtain one A-level certificate recognized by the school, or two B-level certificates, or take an additional 4 credits of courses from Deaprtment of Tourism and MICE to meet graduation 10. According to Article 4 of the "Implementation Measures for Basic Competency Indicators of Chung Hua University, the designated programming-related course for this department is "Introduction to Computers and AI" and "Social Network &AI". Students pass either one of the two courses to meet the graduation requirements. 11. Above courses may change from year to year.							