Ming Chuan University, Tourism Department Course Outline for all students entering in 2017

1st year

	Course Number	Course	Fall Credits		Spring Credits	
Ming Chuan Core Required Courses	00123	Chinese Literature: Appreciation and Creative Writing I	2/2h			
	00124	Chinese Literature: Appreciation and Creative Writing II			2/2h	
	01106	Practical English I	0/2h			
	01107	Practical English II			0/2h	
	36134	Applied Information Technology：Office Software	2/3h			
	13285	Software Program Design			2/3h	
	00121	Physical Education I	0/2h			
	00122	Physical Education II			0/2h	
		General Education	2/2h		2/2h	
School Professional Required Courses	20101	Introduction to Tourism	3/3h			
	20104	Introduction to Leisure and Recreation	3/3h			
	20119	An Introduction to Hospitality Management	3/3h			
	55124	Ecomonics	3/4h			
	00531	Japanese I	2/3h			
	00532	Japanese II			2/3h	
	52122	Accounting			3/3h	
	11102	Management			3/3h	
Tourism Department Required Courses	14103	Tourism Transport Systems			3/3h	
Tourism Department Elective Courses	14223	Etiquette			3/3h	
		Subtotal	12/25h		12/25h	

2nd year

	Course Number	Course	Fall Credits		Spring Credits	
Ming Chuan Core Required Courses	00221	Physical Education III	0/2h			
	00222	Physical Education IV			0/2h	
	01206	Practical English III	0/2h			
	01207	Practical English IV			0/2h	
		General Education	2/2h		2/2h	
School Professional Required Courses	35107	Statistics	3/4h			
Tourism Department Required Courses	14396	Travel Agency Management	3/3h			
	14210	Tourism Geography and World Heritage	3/3h			
	14217	Tourism Industry Ethics and Service Quality			3/3h	
	14218	Air Transportation and Airlines Ticketing			3/3h	
	14219	Tourism Marketing Management	3/3h			
Tourism Department Elective Courses	14220	Airline and Ground Service Management	3/3h			
	00533	Japanese III	2/3h			
	00534	Japanese IV			2/3h	
	14221	Convention and Exhibition Management I			3/3h	
	14222	Consumer Psychology			3/3h	
	14325	Tourism English	3/3h			
		Subtotal	12/25h		12/25h	

3rd year

	Course Number	Course	Fall Credits		Spring Credits	
Ming Chuan Core Required Courses	00321	Physical Education V	0/2h			
	00322	Physical Education VI			0/2h	
	01306	English for Business Communication I	2/3h			
	01305	English for Business Communication II			2/3h	
		General Education	2/2h		2/2h	
Tourism Department Required Courses	14320	Tour Guide Practices	3/3h			
	14308	Research Methods	3/3h			
	14387	Tourism Administration and Regulations	3/3h			
	14310	Statistical Methods and Data Analysis			3/3h	
	14304	Computerized Reservation System			3/3h	
Tourism Department Elective Courses	14323	Information Management for Travel Agency	3/3h			
	14324	Festival Planning and Activity Design	3/3h			
	14397	Human Resoruce Management	3/3h			
	14340	Urban Development and Tourism Approaches	3/3h			
	00535	Japanese V	2/3h			
	00536	Japanese VI			2/3h	
	14326	Sustainable Tourism			3/3h	
	14327	Tourism Resources Investigation, Evaluation and Planing			3/3h	
	14350	Industrial Tourism			3/3h	
	14392	Provision of Interpretation Services			3/3h	
	14394	Convention and Exhibition Management II			3/3h	
		Subtotal	12/25h		12/25h	

4th year

	Course Number	Course	Fall Credits		Spring Credits	
Ming Chuan Core Required Courses	01406	Practical English for Professionals I	2/3h			
	01405	Practical English for Professionals II			2/3h	
Tourism Department Required Courses	14416	Topics in Tourism Research	2/2h			
	14417	Product Strategy and Tour Design	3/3h			
	14402	Tourism Internship			1/1h	
Tourism Department Elective Courses	14414	Travel Agency Theory and Practice	3/3h			
	14490	Travel Industry and Media	3/3h			
	14485	Marine Tourism	3/3h			
	00537	Japanese VII	2/3h			
	00538	Japanese VIII			2/3h	
	14491	Travel Disputes and Risk Administration			3/3h	
	14410	Travel Agency Financial Management			3/3h	
	14492	Advanced Tourism Industry Internship			3/3h	
	14493	Tourism Industry Practical Projects			3/3h	
	14494	Advanced Oversea Internship			3/3h	
		Subtotal	12/25h		12/25h	

Graduation Requirements：

1. In accordance with the MCU General Provisions for Study, undergraduate students need to satisfactorily complete Service Learning, meet the university-wide basic competencies of English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation. Students are required to meet the professional competencies outlined below during their period of study. (1) Proficiency in professional tourism knowledge and tour guide skills: Students are to attain at least one of the professional certifications or licenses approved by the Department. (2) Analytical thinking and problem-solving ability: Students must complete and pass their graduation project through teamwork. Additionally, they are required to make an oral presentation on the project. (3) Communication, coordination and ability to be a team player: (i) Students must complete and pass their graduation project through teamwork and make an oral presentation on the project. (ii) Student must meet the requirements set by the Department 's enforcement rules for conducting student internships, write internship reports and pass the requirements of employers and the department.

2. Minimum credits for graduation is 128 credits, including 28 university required credits (including 12 credits of General Education), 25 School required credits, 39 department required credits, 36 department elective credits.
3. The upper limit for Physical Education elective courses is 4 credit hours. Additional course credits, such as General Education (beyond the required 12 credits), Teacher Education Program or courses taken in other departments will not be counted toward the credits required for graduation.
4. Students need to complete at least 12 General Education course credits for their graduation. General Education courses are divided into three areas: Humanities, Social Science, and Natural Science. Each area is divided into two subcategories: core and extended. Students need to take 1 two-credit course in both of the subcategories within each area to be eligible for graduation. Only 12 course credits will be counted toward graduation.
5. Students in each department should earn at least 36 elective credits, in principle, all within their own department. If other department 's courses are approved by the department chair, up to 18 credits of such electives may be counted toward graduation credits. Students can retake economics (I), accounting (I) and other required courses with the same name from other department upon approval by the department chair. This practice can be applied to students who entered the university prior to the 2017-18 academic year.
6. The elective courses and cancelation of prerequisite requirements specified in this curriculum framework may be applied to students who entered the university prior to the 2017-18 academic year. 7.Students are required to complete one focused course program course before graduation.. 8.The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits.
7.Students are required to complete one focused course program course before graduation.
8.The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits.