

## Tourism Department Course Outline for all students entering in 2023, Ming Chuan University

1st year					
	Course Number	Course	Fall	Spring	
			Credits	Credits	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	
	01108	Practical English I	0/2h		
	01109	Practical English II		0/2h	
	00911	Introduction of Artificial Intelligence	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	55124	Economics	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	
	20101	Introduction to Tourism	3/3h		
Tourism Department Elective Courses	14223	Etiquette		3/3h	
<b>Subtotal</b>			<b>12/25h</b>	<b>12/25h</b>	

2nd year					
	Course Number	Course	Fall	Spring	
			Credits	Credits	Credits
Ming Chuan Core Required Courses	00221	Physical Education III	0/2h		
	00222	Physical Education IV		0/2h	
	01208	Practical English III	0/2h		
	01209	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		
	14485	Marine Tourism	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		
<b>Subtotal</b>			<b>12/25h</b>	<b>12/25h</b>	

3rd year					
	Course Number	Course	Fall	Spring	
			Credits	Credits	Credits
Ming Chuan Core Required Courses	01306	English for Business Communication I	2/3h		
	01307	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	14399	Tourism Information and Communications Technology	3/3h		
	14324	Festival Planning and Activity Design	3/3h		
	14397	Human Resource 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 Planning		3/3h	
	14350	Industrial Tourism		3/3h	
	14392	Provision of Interpretation Services		3/3h	
14394	Convention and Exhibition Management II		3/3h		
14496	Brand Management in Tourism Industry		3/3h		
<b>Subtotal</b>			<b>12/25h</b>	<b>12/25h</b>	

4th year					
	Course Number	Course	Fall	Spring	
			Credits	Credits	Credits
Ming Chuan Core Required Courses	01406	Practical English for Professionals I	2/3h		
	01407	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		
	14497	Integrated Marketing Communication in Tourism	3/3h		
	14495	Tourism E-commerce and Data Application	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	
<b>Subtotal</b>			<b>12/25h</b>	<b>12/25h</b>	

### Graduation Requirements :

- 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.
- Minimum credits for graduation is 128 credits, including 28 university required credits (including 12 credits of General Education), 16 School required credits, 42 department required credits, 42 department elective credits.
- 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.
- 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.
- 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), Introduction to Travel and Tourism (English), 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 2022-23 academic year.
- The elective courses and cancellation of prerequisite requirements specified in this curriculum framework may be applied to students who entered the university prior to the 2023-24 academic year.
- Students are required to complete one focused course program before graduation. The credits of interdisciplinary focused course program are not included in course structure diagram that can be regarded as the other department credits.
- Graduating students and students in the extended study period who did not pass required courses of Physical Education can waive a maximum of two (2) required Physical Education courses by passing Comprehensive Physical Education I, Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2020-21 academic year.
- If international students, overseas students or students from Hong Kong and Macao are not good at Chinese, they can take the courses of Basic Chinese I & II through International College instead of taking Chinese Literature: Appreciation and Creative Writing I & II. This regulation can be applied to students who entered the university prior to the 2021-22 academic year.
- Students who are retaking the University Core Required Courses, "Introduction of Artificial Intelligence" or "Software Program Design" can only take courses offered in their own department. If there is a conflict in class schedule or other unavoidable situation, students may take a course offered by another department in the same School with the consent of their original department. (Summer courses are not restricted to this limitation).

**\*\*In the event of any inconsistency or discrepancy between the Chinese and other language versions of this document, the Chinese version shall prevail.\*\***