

Chang Jung Christian University Bachelor Degree Program of International MICE Management Curriculum List

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obligatory / elective course	No.	course name(ch)	course name	grade	semester	credit	hours/week		Remark
							instruction	parctice	
common course-obligatory	PE00217	體育 I	Physical Education I	1	1	0	2	0	
	PE00218	體育 II	Physical Education II	1	2	0	2	0	
	PE00219	體育 III	Physical Education III	2	1	0	2	0	
	PE00220	體育 IV	Physical Education IV	2	2	0	2	0	
language course-obligatory	GE00561	國文	Chinese	1	1	2	2	0	
	LE00297	英文 I	Freshman English I	1	1	2	2	0	
	LE00298	英文 II	Freshman English II	1	2	2	2	0	
	LE00299	外語初級 I		2	1	2	2	0	
	LE00300	外語初級 II		2	2	2	2	0	
general course-obligatory	GE00206	音樂欣賞	Music Appreciation	1	2	2	2	0	
	GE00537	服務學習	Service-Learning	2	2	1	1	2	
	GE00562	長榮精神	University and Holistic Pastoral Education	1	1	2	2	0	
	GE00567	通識課程		0	1	8	2	0	
	GE00656	體驗學習	Experience Learning	1	2	1	1	2	
	GE00663	經典99	Classics 99	0	1	2	2	0	
	ME00019	企業倫理	Enterprise Ethics	4	2	2	2	0	
dep. course-obligatory	ME00000	會計學	Principles of Accounting	1	1	3	3	0	
	ME00001	管理學	Management	1	1	3	3	0	
	ME00106	資訊概論與應用	Essentials of Computers	1	1	2	2	0	
	ME00003	經濟學	Economics	1	2	3	3	0	
	ME00004	行銷學	Marketing	1	2	3	3	0	
	ME00005	會展產業概論	Introduction to MICE Industry	1	2	2	2	0	
	ME00024	商用英文	Business English	1	2	2	2	0	
	ME00006	統計學	Statistics	2	1	3	3	0	
	ME00007	會展英文	MICE english	2	1	2	2	0	
	ME00008	專案管理	Project Management	2	1	2	2	0	
	ME00010	會展經營管理	MICE Operation Management	2	2	3	3	0	
	ME00011	創意行銷企劃	Creative Marketing Planning	2	2	3	3	0	
	ME00051	英文簡報	English Presentation Skills	2	2	2	2	0	
	ME00089	國際市場調查	International Marketing Survey	3	1	3	3	0	
	ME00050	國際商務寫作	International Business Correspondence	3	1	2	2	0	
	ME00015	畢業專題實作 I	Graduate Project Practice I	3	2	1	1	0	
	ME00016	國際商務與貿易	International Business and Trade	3	2	3	3	0	
ME00017	畢業專題實作 II	Graduate Project Practice II	4	1	1	1	0		

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dep. course-obligatory	ME00018	國際商業溝通	International Commercial Communication	4	1	2	2	0	
dep. course-elective	ME00098	管理學院微學分	Micro Credit Points in College of Management	0	1	2	2	0	
	ME00112	會展經營管理深碗課程 I	Advanced MICE Operations and Management I	0	1	1	1	0	
	ME00113	會展經營管理深碗課程 II	Advanced MICE Operations and Management II	0	1	1	1	0	
	ME00020	簡報技巧	Presentation Skills	1	1	2	2	0	
	ME00052	國際禮儀	International Etiquette	1	1	2	2	0	
	ME00041	服務業管理	Service Management	1	1	3	3	0	
	ME00021	英文會話與聽力	English Connersation and Comprehension Listening	1	1	2	2	0	
	ME00022	觀光學	Tourism	1	2	3	3	0	
	ME00023	創意思考	Creative Thinking	1	2	3	3	0	
	ME00076	商用套裝軟體	Software Package for Business Application	1	2	3	3	0	
	ME00073	活動規劃實作	Activity Planning Practice	2	1	3	3	0	
	ME00091	旅館管理概論	Introduction to Hotel Management	2	1	2	2	0	
	ME00030	商用英語會話	Business English Conversation	2	1	2	2	0	
	ME00036	國際行銷管理	International Marketing Management	2	1	3	3	0	
	ME00099	旅行業經營管理	Travel Industry Operation and Management	2	1	3	3	0	
	ME00037	跨文化管理與溝通	Cross-cultural Management and Communication	2	2	3	3	0	
	ME00034	獎勵旅遊規劃與管理	Incentive Planning and Management	2	2	3	3	0	
	ME00107	進階商用英文	Advanced Business English	2	2	2	2	0	
	ME00085	國際市場開發實務	Developing Practices of International Market	2	2	3	3	0	
	ME00084	商展企劃	Commercial Exhibition Planning	3	1	3	3	0	
	ME00074	經營管理講座 I	Operation Management Seminar I	3	1	2	2	0	
	ME00100	旅遊專業英文	Professional English for Tourism	3	1	2	2	0	
	ME00101	國際人力資源管理	International Human Resource Management	3	1	3	3	0	
	ME00075	經營管理講座 II	Operation Management Seminar II	3	2	2	2	0	
	ME00087	會展招商與行銷	MICE Recruitment and Marketing	3	2	3	3	0	
	ME00048	網路行銷	Internet Marketing	3	2	3	3	0	
	ME00102	遊程規劃與設計	Tour Planning and Design	3	2	3	3	0	
	ME00105	會展證照專題	MICE Certificate	3	2	2	2	0	
	ME00064	國貿證照專題	Topics of International Trade Management Certificate	4	1	3	3	0	

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dep. course-elective	ME00071	企業實習 I	Business Practice I	4	1	4	0	8	
	ME00090	專業倫理實作專題	Seminars on Professional Ethics Practices	4	1	1	1	0	
	ME00103	航空票務	Air Ticketing	4	1	2	2	0	
	ME00108	海外研習 I	Abroad Learning I	4	1	2	2	0	
	ME00110	管理講座 I	Seminar in Management I	4	1	3	3	0	
	ME00072	企業實習 II	Business Practice II	4	2	4	0	8	
	ME00082	國貿實務	Practice in International Trade	4	2	3	3	0	
	ME00088	國際參展實務	International Exhibition Practices	4	2	3	3	0	
	ME00104	旅遊個案研究	Tourism Case Study	4	2	2	2	0	
	ME00109	海外研習 II	Abroad Learning II	4	2	2	2	0	
	ME00111	管理講座 II	Seminar in Management II	4	2	3	3	0	
obligatory 74 elective course 54 credit sum 128									