

## Tamkang University Academic Year 103, 2nd Semester Course Syllabus

Course Title	CERTIFICATE IN TOURISM	Instructor	CHIEN-MU YEH
Course Class	TQVXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 4A	Details	<ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 0 Credits</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
Course Introduction	<p>One of the graduation requirements for students from the Department of International Tourism Management is to obtain one tourism-related certificate. The major purpose of this course is to check whether students obtain one of the recognized certificates.</p>		

**The Relevance among Teaching Objectives, Objective Levels and Departmental core competences**

I.Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,  
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,  
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,  
A4-Organizing, A5-Charaterizing, A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Check whether students from the Department of International Tourism Management obtain one of recognized tourism-related certificates.	C3	E

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	Check whether students from the Department of International Tourism Management obtain one of recognized tourism-related certificates.	No Lecture	License

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

#### Course Schedule

Week	Date	Subject/Topics	Note
1	104/02/24 ~ 104/03/01	No Lecture	
2	104/03/02 ~ 104/03/08	No Lecture	
3	104/03/09 ~ 104/03/15	No Lecture	
4	104/03/16 ~ 104/03/22	No Lecture	
5	104/03/23 ~ 104/03/29	No Lecture	
6	104/03/30 ~ 104/04/05	No Lecture	
7	104/04/06 ~ 104/04/12	No Lecture	
8	104/04/13 ~ 104/04/19	No Lecture	
9	104/04/20 ~ 104/04/26	No Lecture	
10	104/04/27 ~ 104/05/03	Midterm Exam Week	
11	104/05/04 ~ 104/05/10	No Lecture	
12	104/05/11 ~ 104/05/17	No Lecture	

13	104/05/18 ~ 104/05/24	No Lecture	
14	104/05/25 ~ 104/05/31	No Lecture	
15	104/06/01 ~ 104/06/07	Graduate Exam Week	
16	104/06/08 ~ 104/06/14	---	
17	104/06/15 ~ 104/06/21	---	
18	104/06/22 ~ 104/06/28	---	
Requirement	There are two check points: Monday in the mid term week and Monday in the final exam week. Students are required to take and present their original copy of certificate to the Office of Department of International Tourism Management during the working hours of these two days. Students are also required to add this certificate to their e-portfolio.		
Teaching Facility	(None)		
Textbook(s)			
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance :           %   ◆ Mark of Usual :           %   ◆ Midterm Exam :           % ◆ Final Exam :           % ◆ Other <Certificate> : 100.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		