

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	TOURISM PROJECT	Instructor	I-HSUAN SHIH
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
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.			
S u b j e c t 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"> A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00) 			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<ul style="list-style-type: none"> 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 5. Independent thinking. (ratio:30.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:40.00) 			
Course Introduction	<p>This course is for students to demonstrate and consolidate their knowledge and skills. It provides students the opportunities to choose from varies projects which includes but is not limited to: (1) research project; (2) marketing video project; (3) hotel project; (4) board game design project. During the semester, students need to regularly meet with their mentoring professor to accomplish their final project. Students are expected to have a comprehensive insight in the field of hospitality. The project will transform students into strategic business leaders or planners.</p>		

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	(1) To demonstrate the understanding of the hospitality and tourism field (2) To consolidate the skills and knowledge of the hospitality and tourism industry (3) To understand the comprehensive business practices in the industry (4) To cultivate critical thinking skills with a hospitality perspective (5) To prepare students with a high degree of professionalism and hospitality throughout their careers	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	23567	Discussion, Practicum, Experience, Imitation	Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Introduction of the course	Post "Self Introduction" on discussion board on iClass
2	109/03/09 ~ 109/03/15	Project Preparation (teammates)	Please Sign the group sheet in front of 417
3	109/03/16 ~ 109/03/22	Project Preparation (Topics)	Submit the project decision form through iClass (everyone)

4	109/03/23 ~ 109/03/29	Project Preparation (Motivation)	Submit the written proposal for "motivation behind the project" through iClass (everyone)
5	109/03/30 ~ 109/04/05	Presentation for Group Motivation and project timeline	Submit the timeline for the project through iClass (everyone)
6	109/04/06 ~ 109/04/12	Presentation for Group Motivation and project timeline	Submit the timeline for the project through iClass (everyone)
7	109/04/13 ~ 109/04/19	Spring Break	
8	109/04/20 ~ 109/04/26	Prepare the midterm result report	submit the midterm result
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Preparation for the final presentation	
11	109/05/11 ~ 109/05/17	Preparation for the final presentation	
12	109/05/18 ~ 109/05/24	Project presentation	
13	109/05/25 ~ 109/05/31	Project Presentation	
14	109/06/01 ~ 109/06/07	Graduate Exam Week	
15	109/06/08 ~ 109/06/14	Supplementary teaching: Project Presentation	
16	109/06/15 ~ 109/06/21	---	
17	109/06/22 ~ 109/06/28	---	
18	109/06/29 ~ 109/07/05	---	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other () : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>