

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	INTRODUCTION TO INTL. CONFERENCE AND EXHIBITION PLANNING	Instructor	WEILI JASMINE CHEN
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG11 Sustainable cities and communities SDG17 Partnerships for the goals		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:60.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:40.00) 7. A spirit of teamwork and dedication. (ratio:50.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			
Course Introduction	<p>The industry of MICE (business event)—meeting, incentive, convention, and exhibition has been active in Europe and America for decades. It is an interdisciplinary area combining trade, transportation, finance, and travel sectors.</p> <p>The course aims to provide students fundamental knowledge, ability, and skills needed to entry the profession. Students who enroll in this course will be encouraged to apply the certification program “MEET Taiwan” administered by the Minister of Economic Affairs.</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	Students will develop knowledge, ability, and skills needed for participating in the MICE industry.	Cognitive
2	Developing perspective to work with international team-members	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	D	1	Lecture, Practicum	Testing, Study Assignments, Discussion(including classroom and online)
2	AE	78	Practicum	Study Assignments, Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22~ 110/09/28	Course introduction, industry summary, certification and career opportunities	Cases, activities
2	110/09/29~ 110/10/05	"Business event/MICE" industry summary, certification and career opportunities	Chap. 2
3	110/10/06~ 110/10/12	MICE history, the status of MICE industry development in Taiwan, important exhibits	Chap. 2
4	110/10/13~ 110/10/19	What is an exhibition? (marketplace, buyers meet sellers, lead generations)	
5	110/10/20~ 110/10/26	Taipei Exhibit Hall case	Chap. 4-5
6	110/10/27~ 110/11/02	Exhibit budget and cost (Project Time and assignment)	Chap. 6
7	110/11/03~ 110/11/09	Meetings and exhibition management (1): planning, marketing, & application	Chap. 3; Field tip 11/5

8	110/11/10~ 110/11/16	Meetings and exhibition management (2): site selection, marketing strategy	Prepare for mid-term exam (Chap. 1-7)
9	110/11/17~ 110/11/23	Midterm Exam Week	
10	110/11/24~ 110/11/30	Applications	
11	110/12/01~ 110/12/07	Festival and events planning and application: story-telling approach, government project development and logistics	Chap. 12-13
12	110/12/08~ 110/12/14	Case analysis and projec time	
13	110/12/15~ 110/12/21	MEET Taiwan Program/MICE Professional Certification practice	Chap. 11
14	110/12/22~ 110/12/28	Incentive tourism planning and application, case analysis, safety and risk management	
15	110/12/29~ 111/01/04	How to choose the right PCO?	
16	111/01/05~ 111/01/11	Meetings and Conference Applications	
17	111/01/12~ 111/01/18	Meetings and Conference Applications	
18	111/01/19~ 111/01/25		
Requirement	<p>1. Late assignments will lose points (50%)(無故作業遲交者：24小時內扣50分；24小時後不收件，不接受求情)。</p> <p>2. Any leave excuse shall be communicated to the indtstructor in person prior to classes. (學生若有公假、事假應於「課程前」親自告知老師，否則以缺席記。)</p> <p>3. The following behaviors will not be allowed in class (use cell phones,iPod, iPad, lap top computers, games, putting make-ups, longer than 5-min leave from classroom, napping, reading ones own materials. Those who conducts the above mentioned acts for three times will get a 0% participation for grade.)[「心思不在課堂者」(如：課程進行間學生若無故使用手機及iPad, iPod等、傳簡訊、玩電玩、打撲克牌、化妝、無故睡覺、看自己的書、離開教室超過5分鐘者，雖不記入曠課，但該堂課的參與成績為零。)]</p> <p>4. 參觀實習地點：外貿協會、國際會議中心及周邊產業</p> <p>5. 證照項目：「會議展覽專業人員初階認證考試」、「會議展覽專業人員進階認證考試會議類」、「會議展覽專業人員進階認證考試 展覽類」</p> <p>6. 考試日期：每年9-10月</p> <p>7. 證照主管機關：經濟部國貿局；執行單位：中華民國對外貿易發展協會培訓中心 (http://mice.iti.org.tw)</p> <p>8. Other related websites: 台灣觀光節慶賽專區 http://taiwan.net.tw/festival/ 中華國際會議展覽協會 http://www.taiwanconvention.org.tw DMAI (Destination Marketing Association International) http://www.destinationmarketing.org/</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	(TBA) Weber, K., and Chon, K. (2008). Convention Tourism: International Research and Industry Perspectives. Taylor and Francis.		

References	會展認證考試叢書 (I~VIII)
Number of Assignment(s)	3 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other 〈Active learning*〉 : 20.0 %</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>