

## Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	MEDICAL TOURISM	Instructor	LIH-WEN MAU
Course Class	TRBXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people SDG9 Industry, Innovation, and Infrastructure		
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.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:30.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:40.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:10.00)			

Course Introduction	In order to better understand the rapidly growing world of medical tourism, begin with the "Introduction to Medical Tourism" . With a solid understanding of these basic concepts, the students will have important fundamental knowledge about the who, what, when, where and why of medical tourism. Requirements and government policies to promote medical tourism will be illustrated. Potentially students can choose medical facilitator as a career option.
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**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. Students will be able to communicate effectively their knowledge of medical tourism to serve other people 2. Students will understand the industry of medical tourism and learn how to analyze, market, and brand medical and wellness tourism in different geographical areas. 3. Students will understand the importance of wellbeing and incorporate health promotion/disease prevention strategies for specific populations as they relate to medical and wellness tourism.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	123567	Lecture, Discussion, Publication, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note

1	111/02/21 ~ 111/02/25	Course Overview: Introduction of Medical Tourism	
2	111/02/28 ~ 111/03/04	Introduction of Global Health (I)	
3	111/03/07 ~ 111/03/11	Introduction of Global Health (II)	
4	111/03/14 ~ 111/03/18	Market Trend of Medical Tourism	
5	111/03/21 ~ 111/03/25	The Role of a Medical Tourism Facilitator	
6	111/03/28 ~ 111/04/01	What Motivates Traveling Patients	
7	111/04/04 ~ 111/04/08	Well Tourism	
8	111/04/11 ~ 111/04/15	How to Plan a Medical Travel-Creating the Best Patient Experience (I)	
9	111/04/18 ~ 111/04/22	How to Plan a Medical Travel-Creating the Best Patient Experience (II)	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Reducing client exposure to infections and COVID-19	
12	111/05/09 ~ 111/05/13	Partnership with Health Care Providers	
13	111/05/16 ~ 111/05/20	Risk Management and Contracts Considerations (I)	
14	111/05/23 ~ 111/05/27	Risk Management and Contracts Considerations (II)	
15	111/05/30 ~ 111/06/03	Communicating Effectively with Prospects	
16	111/06/06 ~ 111/06/10	Promotion for International Patients	
17	111/06/13 ~ 111/06/17	After Care and Continuum Care	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement			
Teaching Facility		(None)	
Textbooks and Teaching Materials		Self-developed teaching materials and handouts	
References		Assigned readings, articles, and videos	

Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other (Participation) : 20.0 %</p>
Note	<p>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>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>