

<https://web.mcu.edu.tw/en/content/divisions-0> (MCU English website)

The screenshot shows the MCU English website interface. At the top, there is a navigation bar with a language selector set to 'English', and links for 'E-Request and E-Form', 'Student', and 'Staff and Faculty'. Below this is the university's logo and name in Chinese and English: '銘傳大學 MING CHUAN UNIVERSITY The First U.S.-Accredited University in Asia'. A main navigation menu includes 'About MCU', 'Admissions', 'Divisions', 'Academics', 'Resources', 'e-learning', and 'Regulations'. A dropdown menu is open under 'Divisions', listing 'Course Information', 'MCU61', 'Student System', and 'Transportation Information'. The 'Course Syllabus' option is highlighted with a red box. Below the navigation, there are several red boxes representing different university offices and their sub-sections:

- Office of MCUMI President and Executive Vice President
- Vice President for Academic Affairs
- Vice President for Administrative Affairs
- Vice President for International Affairs
- General Secretary
 - Documents Section
 - Alumni Relations Section
 - Journalism Section
 - Public Relations Section
- Academic Affairs
 - Dean's Office
 - Registrar Section
 - Curriculum Section
 - General Academic Affairs Section

At the bottom right, there is a small red button with a robot icon and the text '銘傳AI機器人(測試版)'. The URL in the browser's address bar is partially visible as 'https://tch.mcu.edu.tw/sylwebqry/sylQryStu.aspx?l=E'.

https://tch.mcu.edu.tw/sylwebqry/pro_qry.aspx

← → ↻ https://tch.mcu.edu.tw/sylwebqry/pro_qry.aspx



Course Outline & Syllabi Query

| 2019-20 Academic Year / 1st | 2018-19 Academic Year / 2nd | 2018-19 Academic Year / 1st | 2017-18 Academic Year / 2nd
| 2017-18 Academic Year / 1st | 2016-17 Academic Year / 2nd | 2016-17 Academic Year / 1st | 2015-16 Academic Year / 2nd

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【2019-20 Academic Year 1st Semester】

Department Code	Department	Department Code	Department
00	General Education Center	01	English Language Center
02	Physical Education Office	03	Military Training Office
04	Urban Planning and Disaster Management	05	Information and Telecommunications Engineering
07	Public Affairs	08	Counseling and Industrial/Organizational Psychology
09	Digital Media Design	10	Teacher Education Program
11	Business Administration	13	Information Management
14	Tourism	16	Computer and Communication Engineering
17	Applied Statistics and Information Science	18	Leisure and Recreation Administration
19	Hospitality Management	21	Commercial Design
22	Economics and Finance	23	Product Design
24	Architecture	25	Fashion and Innovation Management Program
26	Advertising and Strategic Marketing	27	Journalism and Mass Communications Program
30	School of Communications	31	New Media and Communication Management
32	Radio and TV	33	Journalism
36	Computer Sciences and Information Engineering	37	Electronic Engineering
38	Criminal Justice	39	Biotechnology
40	Healthcare Information and Management	41	Law
42	Applied English	43	Applied Chinese
44	Applied Japanese	45	Teaching Chinese as a Second Language
46	Financial Technology Applications Program	47	Applied Computing Program
48	Travel and Tourism Program	50	Animation and Comic Creative Industries Design Program
52	Accounting	54	Finance
56	Risk Management and Insurance	57	International Business
	International Affairs and Diplomacy		

- Click 25
Fashion and Innovation Management
- Click 27
Journalism & Mass Communication
- Click 47
Applied Computing Program
- Click 48
Travel & Tourism
- Click 59
International Affairs and Diplomacy
- Click 91
International Business and Trade

Course Outline & Syllabi Query

| 2019-20 Academic Year / 1st | 2018-19 Academic Year / 2nd | 2018-19 Academic Year / 1st | 2017-18 Academic Year / 2nd
 | 2017-18 Academic Year / 1st | 2016-17 Academic Year / 2nd | 2016-17 Academic Year / 1st | 2015-16 Academic Year / 2nd

【2019-20 Academic Year 1st Semester】

Class Number	Course Number & Title	Instructor's Name	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48101	99401Introduction to Tourism (E)	張軒瑄 HSUAN-HSUAN CHANG	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48101	99402Introduction to Hospitality Management (E)	雷芷卉 IRIS LUI	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48101	99775 Applied Information Technology : Office Software (E)	王秋光 WANG CHIU-KUANG	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48101	99780Academic English Listening and Speaking I (E)	待聘	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48101	99991Physical Education I (E)	陳錦偉 CHEN, CHIN-WEI	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48151	99759Basic Mandarin I (E)	胡文菊 HU, WEN-CHU	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48152	99779Special Topics on Globalization (E)	陳盈潔 Chen,Ying Chieh	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48201	99405Management (E)	張榮農 ROLANDO J.N.CHANG	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48201	99451Sustainable Tourism (E)	陳盈潔 Chen,Ying Chieh	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48201	99464Commercial Recreation (E)	王漢哲 Aleksandar Stamatov	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48201	99782Academic English Vocabulary and Reading I (E)	待聘	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48201	99993Physical Education III (E)	陳錦偉 CHEN, CHIN-WEI	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48251	99411Tour Guide Practices (E)	馬耀祖 Ma, Yau-Tzu	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48252	99614Psychology (E)	李炯方 JOE LAVALLEE	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48253	48005Consumer Behavior of Tourism (E)	雷芷卉 IRIS LUI	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48301	99430Tourism Administration and Regulations (E)	馬耀祖 Ma, Yau-Tzu	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48301	99784Academic English Grammar and Writing I (E)	待聘	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48301	99995Physical Education V (E)	陳錦偉 CHEN, CHIN-WEI	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48351	99524Electronic Commerce (E)	雷芷卉 IRIS LUI	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48352	48001Travel Risk and Safety Management (E)	羅國棟 Kuo-Tung Lo	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48352	48005Consumer Behavior of Tourism (E)	雷芷卉 IRIS LUI	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48353	99761Intermediate Mandarin I (E)	胡瑞雪 JUI-HSUEH,HU	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48355	48006International Etiquette (E)	陳侑熙 Jussi Veikko Pietarinen	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48401	48111Convention Management (E)	釋俊彥 Charles Jinyen Shih	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
				English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities

Course Syllabus

Instructor's Name: **Ma, Yau-Tzu**

Year: **108** Semester: **1 (1-autumn term 2-spring term)**

Class Number: **48301** Course Number: **99430**

Year 108 (Taiwan year)
means 2019

Course Name: Tourism Administration and Regulations (E)		
Total credits: 3 Weekly classroom hours: 3		
Department: 48Travel and Tourism Program		
Course type: 1 required		
Semester: 1 (1-1st semester 2-2nd semester 3-Full academic year)		
Week	Unit	Points to be covered
1	1	Course Introduction
2	2	Ch01 Contemporary Hospitality Law
3	3	Ch04 Contract law
4	4	Ch05 Negligence - Principles
5	5	Ch06 Negligence & hospitality practices
6	6	Ch07 Guests & other patrons
7	7	Ch08 Patrons' property
8	8	Ch09 Rights of Innkeepers
9	9	Midterm Exam Week
10	10	Ch10 Guests' rights
11	11	Ch11 Liability and sales of food
12	12	Ch12 Liability and sales of alcohol
13	13	Ch13 Travel agent & airlines – Rights and liabilities
14	14	Ch14 Employment
15	15	Ch15 Regulation
16	16	Ch15 Licensing
17	17	Ch16 Specialized destinations
18	18	Final Exam Week

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