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Language: English ▾

E-Request and E-Form Student Staff and Faculty



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Course Information MCU61 Student System Transportation Information

Course Offerings

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Focused Course Programs

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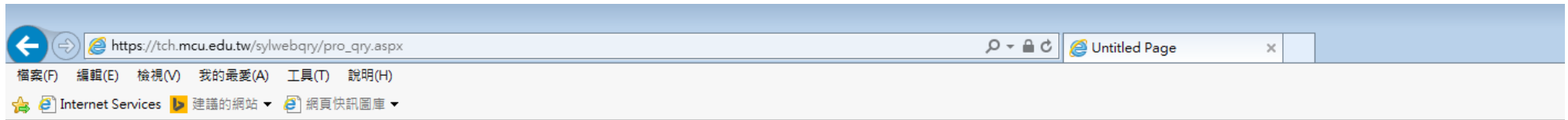
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銘傳AI機器人(測試版)

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Course Outline & Syllabi Query

| 2020-21 Academic Year / 1st | 2019-20 Academic Year / 2nd | 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

1st = Fall semester
2nd = Spring semester

Course Outline & Syllabi Query

| 2020-21 Academic Year / 1st | 2019-20 Academic Year / 2nd | 2019-20 Academic Year / 1st | 2018-19 Academic Year / 2nd
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【2020-21 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
28	Department of Counseling and Industrial/Organizational Psychology - Counseling Psychology Track	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
	Animation and Comic Creative Industries		

- English-taught International College:
- Click 25: Fashion and Innovation Management
(2nd year ~ 4th year classes)
 - Click 27: Journalism & Mass Communication
 - Click 47: Applied Computing
(2nd year ~ 4th year classes)
 - Click 48: Travel & Tourism
 - Click 59: International Affairs and Diplomacy
 - Click 88: Fashion and Innovation Management
(1st year classes)
 - Click 89: Information Technology Management
(1st year classes)
 - Click 91: International Business and Trade

Course Outline & Syllabi Query

| 2020-21 Academic Year / 1st | 2019-20 Academic Year / 2nd | 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

【2020-21 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)	雷正昇 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)	武恩嫻 Silvaana Maree Udz	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	99615Sociology (E)	馬海倫 Murphy,Helen Louise	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48153	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)	釋俊彥 Charles Jinyen Shih	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48201	99464Commercial Recreation (E)	釋俊彥 Charles Jinyen Shih	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48201	99782Academic English Vocabulary and Reading I (E)	戴修文 Ewan Hoel Davies	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	99751Special Topics on Humanity (E)	王奕哲 Aleksandar Stamatov	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48253	48005Consumer Behavior of Tourism (E)	馬海倫 Murphy,Helen Louise	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48254	99614Psychology (E)	李潤方 JOE LAVALLEE	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48301	48115Tourism Financial Management (E)	雷正昇 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	99431Product Strategy and Tour Design (E)	符聰	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48301	99784Academic English Grammar and Writing I (E)	艾琳卓 Zakharova,Alexandra	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48351	48001Travel Risk and Safety Management (E)	羅國權 Kuo-Tung Lo	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48352	99453Travel Industry and the Media (E)	陳睿昱 Michael McCreesh	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48353	48006International Etiquette (E)	馬海倫 Murphy,Helen Louise	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48356	99524Electronic Commerce (E)	雷正昇 IRIS LUI	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
48401	48115Tourism Financial Management (E)	雷正昇 IRIS LUI	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48401	99425Restaurant Management (E)	張雅惠	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities
48401	00765Practical English for Professionals I (E)	蘭納斯 Lanasari	Chinese Outline	English Outline	Chinese Syllabi	English Syllabi	English Instructional Activities

Course Syllabus

Instructor's Name: **HSUAN-HSUAN CHANG**

Year: **109** Semester: **1 (1-autumn term 2-spring term)**

Class Number: **48101** Course Number: **99401**

Year 109 (Taiwan year)
means 2020

Course Name: Introduction to Tourism (E)		
Total credits: 3 Weekly classroom hours: 3		
Department: 18Leisure and Recreation Administration		
Course type: 1 required		
Semester: 1 (1-1st semester 2-2nd semester 3-Full academic year)		
Week	Unit	Points to be covered
1	unit1	course intro
2	unit1	tourism reviews
3	unit2	how tourism is organized
4	unit2	accommodation sector
5	unit2	transportation sector
6	unit2	entertainment sector
7	Unit2	food and beverage sector
8	unit3	tourim supply
9	mid term exam	mid term exam
10	unit3	tourism demand
11	unit3	tourism component
12	unit4	tourism planning
13	unit4	tourism development
14	Unit4	tourism design
15	unit5	tourism reseach and marketing
16	unit6	group presentation
17	unit6	group presentation
18	fina exam	final exam

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