

<https://web2.mcu.edu.tw/en/> (MCU English website)

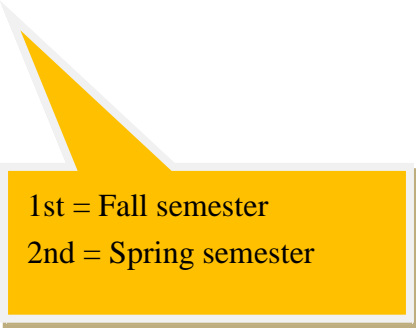
The image shows a screenshot of the MCU English website. The browser address bar displays web2.mcu.edu.tw/en/. The website header includes the MCU logo and name in Chinese (銘傳大學) and English (MING CHUAN UNIVERSITY). The main navigation menu contains the following items: About MCU, Admissions, Academics, Divisions, Resources, Transportation Information, and Quick Link. A dropdown menu is open under 'Resources', listing the following options: Calendar, e.MCU, Student Associations, Regulations, Personnel Handbook, Faculty Handbook, Student Handbook, Focused Course Programs, **Course Syllabus** (highlighted with a red box), and Course Offerings. The background of the website features a photograph of four students sitting on a wooden deck, looking at books and papers. At the bottom of the page, there is a banner with the Chinese text '校園交通便捷 平衡學習生活' and '交通更便利，使學生能夠更好地平衡學習和生活'.

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

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

Course Outline & Syllabi Query

2023-24 Academic Year / 1st | 2022-23 Academic Year / 2nd | 2022-23 Academic Year / 1st | 2021-22 Academic Year / 2nd
| 2021-22 Academic Year / 1st | 2020-21 Academic Year / 2nd | 2020-21 Academic Year / 1st | 2019-20 Academic Year / 2nd



1st = Fall semester
2nd = Spring semester

Course Outline & Syllabi Query

| 2023-24 Academic Year / 1st | 2022-23 Academic Year / 2nd | 2022-23 Academic Year / 1st | 2021-22 Academic Year / 2nd
 | 2021-22 Academic Year / 1st | 2020-21 Academic Year / 2nd | 2020-21 Academic Year / 1st | 2019-20 Academic Year / 2nd

【2023-24 Academic Year 1st Semester】

English-taught Undergraduate programs:

Click 27: Journalism & Mass Communication

Click 48: Applied English

Click 48: Travel & Tourism

Click 59: International Affairs and Diplomacy

Click 88: Fashion and Innovation Management

Click 89: Information Technology Management

Department Code	Department	Department Code	Department
00	General Education Center	01	English Language Center
02	Physical Education Office	04	Urban Planning and Disaster Management
05	Information and Telecommunications Engineering	09	Digital Media Design
10	Teacher Education Program	11	Business Administration
13	Information Management	14	Tourism
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	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
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
59	International Affairs and Diplomacy Program	60	Department of Counseling, Clinical and Industrial /Organizational Psychology
61	Department of Counseling, Clinical and Industrial /Organizational Psychology Master's Program - Counseling Psychology	62	Department of Counseling, Clinical and Industrial /Organizational Psychology Master's Program - Clinical Psychology

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: **WAN-CHING EMILY CHOW**

Year: **112** Semester: **1 (1-autumn term 2-spring term)**

Class Number: **59101** Course Number: **59051**

Year 112 (Taiwan year)
means 2023 (= Taiwan year + 1911)

Course Name: Special Topics in Etiquette, Communication & Global Competence		
Total credits: 3 Weekly classroom hours: 3		
Department: 90Grad--International Affairs		
Course type: 1 required		
Semester: 1 (1-1st semester 2-2nd semester 3-Full academic year)		
Week	Unit	Points to be covered
1	Introduction Communication Models	Course Introduction
2	Who is Communicating? Dress Properly I	Communication Models/ Characteristics of Communication/ Perception Sieve & Its Functions Introduction to Dress Code: Business/ work Impression Management
3	Who is Communicating? II Dress Properly II	Self & Communication Introduction to Dress Code: Social
4	Cross-cultural Theories I	Edward T. Hall: Different Communication Styles/ Different Concept of Time and Space (Group List Due1004/ Class leaders upload the whole list with complete information and report dates to course moodle)
5	Cross-cultural Theories II	Geert Hofstede: Different Concept of Power, Self and Achievement
6	Table Manners I	Table Manners (Western-- Social)
7	Table Manners II	Table Manners (Business/ Cross-cultural)
8	Nice to Meet You	Greetings, Taking the Right Position, Introducing People and Self-introduction/ the Art of Self-disclosure
9	Mid-term Exam Week	Mid-term Exam Week
10	Movie Assignment	Enjoy & Pay Attention
11	After Greetings-- Verbal Power	Conversation Management -- Feedback Skills/ Content Management Assignment Discussion (Group Reports Start 1122)
12	After Greetings--Nonverbal Power	Nonverbal Communication/ Context Management/ Cross-cultural Differences
13	Dealing with Different People	Effective Inter-personal Skills I
14	Dealing with Different People	Effective Inter-personal Skills II
15	Care for Dance?	Dance Etiquette (Group Reports End 1220/ Please remember to upload your PPT to course moodle)
16	From Theory to Practice	* Being a Successful Host/Guest: Invitations, Seating Plans, the Art of Gifting and More * Get Me the Job: Interview Skills
17	Final Exam	Good Luck!
18	Review	Review

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