



課 綱 Course Outline

觀光暨休閒遊憩學系學士班

中文課程名稱 Course Name in Chinese	會展產業管理				
英文課程名稱 Course Name in English	Meetings, Incentives, Conventions and Exhibitions Management				
科目代碼 Course Code	TRLS30090	班 別 Degree	學士班 Bachelor' s		
修別 Type	學 程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	觀光學概論				
課程目標 Course Objectives					
本課程從全球的觀點，以不同的層次教導學生深入瞭解現今國際會展產業管理的內容與操作的技巧。本課程內容包含靜態的專業知識與動態的實務溝通過程，以強化並提升學生專業領域的素質，進而與實務接軌。課程內容主要分為二大部分：展覽業的經營與會議業的管理。					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀之觀光休憩專業人才 To Build a foundation of global perspective to prepare students for being managers on tourism, recreation and leisure industries.				
2	培養理論與本土實務兼備之觀光休憩人才 To Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context for being managers on tourism, recreation and leisure industries.				
3	培養創新且優秀之觀光休憩人才 To Prepare students for being innovative and excellent managers on tourism, recreation and leisure industries.				
4	重視人格教育與培養服務精神 To Emphasis on personality education to develop services spirit.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives	
A	對觀光休閒遊憩產業有基本的認識 To Have a basic knowledge on tourism、recreation and leisure industries.				●

B	具備邏輯思考、問題分析與解決的能力 Students will be able to identify, analyze and solve business problems with logical thinking.	●
C	具備領導、溝通協調與團隊合作的能力 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	●
D	培養國際視野以及外語專業的能力 Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.	●
E	善用資訊科技進行資訊蒐集、分析與統整 To Use of technology for information gathering, analysis and integration.	○
F	能了解觀光休憩相關政策與策略所需之專業能力 To Have professional abilities to appreciate tourism and leisure-related strategies and policies.	

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱

Course Outline

1. 課程簡介、MICE的認識、特性、形式、種類與管理架構
2. 國際會展業簡介與會展業行銷
3. 會展的主辦單位和贊助單位
4. 目的地行銷組織
5. 會展場地
6. 展覽規劃
7. 服務承包商
8. 目的地管理公司
9. 特殊活動的管理
10. 會展活動的規劃
11. 會展活動的製作
12. 會展活動餐飲安排
13. 會展產業的法律議題
14. 科技與會議規劃專家
15. 會展接待與接待文化差異

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

數位講桌

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

Teaching Methods:

Lecturing

Group discussion / activities

Case studies

Assessment Methods:

Mid-term examination

Final examination

Group project

Class participation

其他

Miscellaneous