朝陽科技大學 098學年度第1學期教學大綱
Business Exhibition Management 商展管理

當期課號	1610	Course Number	1610
授課教師	賴子敬	Instructor	LAI,TEU CHING
中文課名	商展管理	Course Name	Business Exhibition Management
開課單位	行銷與流通管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	有鑑於會展產業在全球市場的發展潛力，行政院積極協助會議展覽業者，規劃輔導國內會展產業的發展，爭取國際會展活動來台舉辦，提昇我國會展產業之國際競爭力。因此對於商務會展專業服務與管理人才的需求恐急，本課程的教學目標有以下四項: 1.俾使學生瞭解全球商務會議展覽產業的發展與沿革。 2.俾使學生瞭解商展管理的基礎與概論。 3.透過實際參訪瞭解台灣會議展覽產業現況。 4.輔導學生通過經濟部商業司會議展覽產業專業服務人員認證考試。	Objectives	According to the potential development of convention industry in the global market, the government entirely supports the industry and plans the future development of domestic convention & exhibition industry. The government will strive for the international convention activity to Taiwan and promote our country convention industry the international competitiveness. Therefore there are strong need of commercial convention professional service and managerial talent. The four teaching goals are illustrated as followed: First, let the student understand the development and the evolution of the global commerce & conference exhibition industry. Second, let the student understand the foundation and introduction of he global commerce & conference exhibition industry. Third, let the student understand the present situation of Taiwan commerce & conference exhibition industry by the actual visit. Fourth, To counsel the student on passing the exam of the industrial professional service personnel through the ministry of economic affairs commercial department.
教材	一 會展產業概論 (黃振家) 二 國際會議活動管理實務(柯樹人) 三 會議與展覽現場管理 (葉泰民 朱梅君)	Teaching Materials	1.The introduction of MICE industry 2.The management of convention and exhibition
成績評量方式	期中考30% 期末考30% 平時考40%	Grading	mid-term test 30% final test 30%
教師網頁			
教學內容	一 會展產業定義 二 會展產業管理活動概論 三 會展產業發展歷史與演變 四 會展產業本質與構成要素 五 會展產業基本運作流程與管理模式 六 會展產業經濟與產業政策 七 會展產業發展 八 會展產業人才培訓與認證 九 會展產業政府組織與國際組織 十 會展現場管理的重要性與技巧 十一 會議籌備工作與議事規劃 十二 會展場地規劃與運用 十三 會展餐飲及住宿規劃 十四 會展交通與旅遊節目安排 十五 人力資源規劃與訓練	Syllabus	1.The definition of MICE industry 2.The introduction of MICE industry management 3.The histry of MICE industry 4.The character of MICE industry 5.The economy and policy of MICE industry 6.The development of MICE industry 7.The train of talent in MICE industry 8.The organization of MICE industry 9.The present management of the MICE. 10.The plan and application of MICE field 11.The plan of beverage and accomodation 12.The arrangement of transportation and tour program

			13.The plan and train of human resource

尊重智慧財產權，請勿非法影印。