

朝陽科技大學 099學年度第2學期教學大綱
Topics in Meeting Exhibition and English 會展英文專題

當期課號	7324	Course Number	7324
授課教師	蘇○惠	Instructor	SU,HSIU HUI
中文課名	會展英文專題	Course Name	Topics in Meeting Exhibition and English
開課單位	應用外語系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	會議展覽目前在產業發展中日益重要。本課程目標在增進學生對於會議展覽的認識，包含展覽概論與國際展覽趨勢、會議規劃與行銷、國際會議管理實務、展覽活動規劃與現場管理、獎勵旅遊及其各項相關議題的認知與應用。學生並要學習使用會展英文，包含會展專有名詞、會議通知常用會議語言及簡報技巧等。	Objectives	MICE (Meetings, Incentives, Conventions, Exhibitions) is the current trend in world industry. The content will include meeting planning and marketing, the trend of international conventions/ exhibitions and incentive travel. Students who complete this course should be able to understand the content of MICE in theory and practice; to demonstrate the use of MICE language in English, including the terminology, notice of meeting, polite language and presentation.
教材	Please refer to the English version.	Teaching Materials	柯樹人 (2008) 實用會展英語 MICE ENGLISH IN A NUTSHELL. 經濟部外貿協會
成績評量方式	Please refer to the English version.	Grading	1.Attendance, participation, discussion 30% 2.Oral report 20% 3.Mid-term Exam. (Task-based project)-20% 4.Final presentation-15% 5.Final paper 15%
教師網頁	http://lms.cit.cyut.edu.tw/2005065 . http://www.cyut.edu.tw/~hhsu/		
教學內容	Please refer to the English version.	Syllabus	The MICE industry trends will be firstly introduced.The topics on Meetings, including Green Meetings, Conference, Exhibitions and Expositions, Event and Incentive Travel will be covered. The honorable guest speakers with ample practical experience will be invited for a talk. During the course,the project-based assignments and discussions will be conducted.

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