# 國立台灣科技大學 114學年 第2學期　課程大綱

## Spring 2026 NTUST Course Outline

授課教師：洪倩文

Instructor:Chenwen Hong

課程名稱：會展英文

Course Title：English MICE Industry

2026/11/3

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| 課程代號： FL2016701<br>Course Code<br>學分數： 3<br>Credits | 必選修：選修/半學年<br>Required/Electve:Elective/Half Yr.<br>先修課程：<br>Prerequisites |
| 節次教室：<br>Time/Location | R2(華夏恆毅樓D403) R3(華夏恆毅樓D403) R4(華夏恆毅樓D403) |
| 專業核心能力：<br>Core Professional Competencies | |
| 課程網址：<br>Course Website | |
| 課程宗旨：<br>Course Objectives | This course aims to make students familiar with the English MICE Industry, including Meetings, Incentives, Conferences and Exhibitions. This course also helps students organize meetings, conferences and product exhibitions.<br>本課程旨在讓學生熟悉「會展英語」，包括一般開會、獎勵旅遊、大型國際會議以及參展。此課程也有助於學生學習如何籌辦相關活動。 |
| 課程大綱：<br>Outline of Lectures | |

W1
Course Overview
Meetings, Incentives, Conventions, Events (MICE) Industry Guide: Industry Overview

W2
MICE Fundamentals: Types and Formats

W3
MICE Fundamentals: Stakeholders and Structure

W4
Event Planning Workflow (MICE Operations)

W5
Global vs National MICE Industry
* Job Interview

W6
Core Professional Skills: Communication

W7
Core Professional Skills: On-Site English

W8
Midterm Exam: MICE Writing and Speaking
Email Writing & Event Brief
Mock Interview

W9
Field Trip I

W10
Guest Lecture: Fireside Chat with Gerald Johnson

W11
Core Professional Skills: Proposal & Pitching
* Social Concern, Pain Point

W12
Core Professional Skills: Marketing & Promotion
* A Sense of Humor

W13
Job Markets of MICE in Taiwan (Roles & Companies)
* Business Model
* Resume

W14
Field Trip II

W15 Dec. 11
Final Exam: A Career Event

W16 Dec. 18
Group Interviews and Reflections

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| 授課方式：<br>Method of Instruction | 講授 Lecture：20%<br>分組討論 Group discussion：25%<br>案例研討 Case study：20%<br>操做練習 Practical exercises：35%<br>講授 Lecture：% |
| 教科書：<br>Textbooks | This course does not require physical textbooks. Students will complete the assigned readings and view the designated materials posted on Moodle, Google Classroom, or as specified by the instructor. |

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| 參考書目：<br>References | Students are encouraged to consult the following volume to deepen their understanding of the MICE industry:<br>Sandra Moriarty, Nancy Mitchell, Charles Wood, William Wells. (2019). _Advertising & IMC: Principles & Practice_. |
| 修課須知：<br>Notice | The course policy and schedule are subject to change at the instructor's discretion to better support students' learning outcomes and needs. |
| 評量方式：<br>Grading | 1. Class Participation： 20 %<br>2. Assignments and Tasks：20 %<br>3. Midterm Role-Play：20 %<br>4. Final Organizing Pitch: 25 %<br>5. Self-reflections, Peer Reviews, and Group Interview 15 % |
| 備註說明：<br>Notes | 1. English will be used as the medium of instruction throughout the course.<br>2. Students are encouraged to bring their own devices to class, as they will be required to upload in-class coursework online.<br>3. Active participation is strongly encouraged. Students will engage in classroom activities individually, in pairs, and in groups.<br>4. Students will complete self-reflection tasks and evaluate their peers' oral performances as guided by the instructor and outlined in the syllabus. |