

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

2026/6/22

<p>課程代號： FL2016701 Course Code 學分數： 3 Credits</p>	<p>必選修：選修/半學年 Required/Elective:Elective/Half Yr. 先修課程： Prerequisites</p>
<p>節次教室： R2(華夏恆毅樓D403) R3(華夏恆毅樓D403) R4(華夏恆毅樓D403) Time/Location</p>	
<p>專業核心能力： Core Professional Competencies</p>	
<p>課程網址： Course Website</p>	
<p>課程宗旨： This course aims to make students familiar with the English MICE Industry, including Meetings, Incentives, Conferences and Exhibitions. Course Objectives This course also helps students organize meetings, conferences and product exhibitions. 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。</p>	
<p>課程大綱： Outline of Lectures</p>	

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

授課方式： 講授 Lecture：20%
Method of Instruction 分組討論 Group discussion：25%
案例研討 Case study：20%
操做練習 Practical exercises：35%
講授 Lecture：%

教科書： This course does not require physical textbooks. Students will complete
Textbooks the assigned readings and view the designated materials posted on
Moodle, Google Classroom, or as specified by the instructor.

<p>參考書目： References</p>	<p>Students are encouraged to consult the following volume to deepen their understanding of the MICE industry: Sandra Moriarty, Nancy Mitchell, Charles Wood, William Wells. (2019). _Advertising & IMC: Principles & Practice_.</p>
<p>修課須知： Notice</p>	<p>The course policy and schedule are subject to change at the instructor's discretion to better support students' learning outcomes and needs.</p>
<p>評量方式： Grading</p>	<ol style="list-style-type: none"> 1. Class Participation : 20 % 2. Assignments and Tasks : 20 % 3. Midterm Role-Play : 20 % 4. Final Organizing Pitch: 25 % 5. Self-reflections, Peer Reviews, and Group Interview 15 %
<p>備註說明： Notes</p>	<ol style="list-style-type: none"> 1. English will be used as the medium of instruction throughout the course. 2. Students are encouraged to bring their own devices to class, as they will be required to upload in-class coursework online. 3. Active participation is strongly encouraged. Students will engage in classroom activities individually, in pairs, and in groups. 4. Students will complete self-reflection tasks and evaluate their peers' oral performances as guided by the instructor and outlined in the syllabus.