

Name : Meeting, Incentive, Convention, Exhibition (MICE) Management					
module/course code :	Student workloads:	Credits (ECTS):	Semester :	Frequency :	Duration :
PAR69007	510 minutes/week	4.53 ECTS	4	Even	1 x per semester
	Types of courses :	Contact hours :	Independent study :	Class size X students :	
	Tutorial/Lecture/Response	150 minutes/week	360 minutes/week	30 students	
1	Prerequisites for participation : no prerequisites				
2	Learning outcomes : 1. Understand the hotel operational standards, particularly in Food and Beverage Service. 2. Understand the work culture in the hotel and resort industry. 3. Understand the ethics in the hotel and resort industry				
3	Description : The MICE management course is a course that provides students with knowledge to manage conferences, meetings, conventions and festivals. Today, conferences, meetings, conventions and festivals make a huge contribution to the tourism business. With this course, students are expected to have the ability to: 1) the basics of the conference industry, 2) the structure of the conference industry, 3) the economic value of the conference and convention business, 4) conference management from an organizer perspective, 5) conference management from the perspective of an organizer. venue provider perspective, 6) HR management in the conference industry, 7) marketing management in the conference industry, 8) financial management in the conference industry, 9) development and implementation, 10) leadership in conference activities,				
4	Teaching methods: 1. project work 2. case studies 3. group work 4. lectures 5. discussions 6. seminars				
5	Assessment methods: Presentation 10% Discussion 10% 3 Tasks 20% Quiz 10% MIDDLE SEMESTER EXAM 25% FINAL SEMESTER EXAM 25%				
6	Other information e.g. bibliographical references: 1. Rogers, Tomy, 2008. Conferences and Conventions: A Global industry, elsevier Butterworth-Heinemann 2. Goldblatt, Joe, 2002, Special Events: Twnty-First Century Global Event Management, John Wiley & Sons				

	<ol style="list-style-type: none"><li data-bbox="311 197 1372 268">3. Fenich, G. G. (2014). <i>Meetings, Expositions, Events, and Conventions: An Introduction to the Industry</i>. Boston, MA: Pearson.<li data-bbox="311 295 1252 367">4. Rogers, T. (2013). <i>Conferences and Conventions: A Global Industry</i>. London: Routledge.<li data-bbox="311 394 1316 501">5. Davidson, R., & Cope, B. (2003). <i>Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality, and Corporate Meetings</i>. Harlow, UK: Pearson Education.
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