



Course Specification

Course Title : MICE Industry Management

Course Code 3573127

Semester 1 Academic Year 2020

Bachelor of Arts Programme in Hospitality Management
(International Programme)
School of Tourism and Hospitality Management
Suan Dusit University

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Course Specification

Name of institution Suan Dusit University
Campus/faculty/department School of Tourism and Hospitality Management

Section1 General Information

1. Course code and course title

3573127 MICE Industry Management

2. Number of credits

3 (2-2-5) (Lecture-Lab-Self-Study)

3. Curriculum and type of subject

3.1 B.A. (Hospitality Management, International Program)

3.2 Type of Subject - Core course

4. Responsible faculty members

4.1 Course Coordinator Ms. Thianrat Chatphattaraphon

4.2 Instructors Ms. Thianrat Chatphattaraphon **Section** : A1

5. Semester / year of study

Semester1 Academic year 2020 / Year 3

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Main campus, Suan Dusit University

9. Date of latest revision

June 24, 2020

Section 2 Aims and Objectives

1. Aims of the Course

After successful completion of this course, with knowledge and understanding of MICE, the importance of MICE business, the trend of growth and the role of MICE business, MICE business management in various forms, planning and The Operations management Negotiation With businesses related to marketing, assessments to enable Applied to be in harmony with the context of MICE in the service industry efficiently

2. Objectives of Course Development/Modification

To provide students with knowledge and understanding of MICE, the importance of MICE business, the trend of growth and the role of MICE business, MICE business management in various forms, planning and the operations management, negotiation with businesses related to marketing, assessments to enable applied to be in harmony with the context of MICE in the service industry efficiently.

Section 3: Course Description and Implementation

1. Course Description

Concepts and importance of MICEs (Meeting, Incentive travel, Convention, Exhibition and Special event) an in-depth knowledge of the management of the MICE industry, range from the processes of event organization, facilities and site selection, food and beverages management, coordination of related personnel from both the public and private sectors, event operations, target market identification, and the establishment of standards of MICE businesses, sustainable event organization, ethics, and logistics system in the MICE industry

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
30 hours	-	30 hours	75 hours

3. Number of hours that the lecturer provides individual counseling and guidance

- The faculty member provides academic advice and guidance to students (individual/group) 3 hours/week. Time and date will be informed at the first section.

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

Enable the students to be responsible, disciplined, honest and able to morally and ethically apply specific skills learnt throughout this course as follows:

- (1 To realize good values, moral conscience and ethics
- (2 To be self and social responsible with good attitude and behavior
- (3 To responsible of duties, good membership and develop leadership

skills and act as a role model to others

(4 To be disciplined and follow the organizational and social rules and regulations

1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law

- organising a focus group to find relevant examples

1.3 Evaluation methods

- Frequency of attendance and punctuality of assessment submission

-From assignment

2. Knowledge Development

2.1 Expected outcome on Knowledge and skills development

(1 To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.

(2 To be able to integrate knowledge of hospitality with other related fields.

(3 To understand research designs and methodology in order to solve organization problems and to develop organization knowledge management.

2.2 Teaching methods

Lecture, focus group, group work, academic presentation, analytical studies, academic assessments throughout the semester

2.3 Evaluation methods

- Mid-term exam, and final exam
- Other written and verbal assessments throughout the semester
- Learning by doing (tour operated by students)

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

(1 To be able to evaluate and analyze data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth

(2 To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations

(3 To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields

3.2 Teaching methods

- Group work and presentation
- Group discussion

3.3 Evaluation methods

- Exams and assessments that focus on students' critical thinking analysis

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

(1 To be able to work with others and solve the problems both as a good leader and a good team member.

(2 To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- Delegate group work for group discussions
- Require oral presentations

4.3 Evaluation methods

- Self-evaluation
- Peer evaluation

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

- (1 To be able to apply foreign languages effectively when communicate both academically and professionally.
- (2 To be able to communicate effectively with foreigners from different culture in different situation.
- (3 **To be able to use information technology suitably in different operations.**
- (4 To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

- Lecture and discussion.
- Practice to making the drinks
- Internship at Dusit Bistro
- Discuss after internship.

5.3 Evaluation methods

- Evaluate from assignment.
- Evaluate in answering question in classroom.
- Making and Creating the drinks

- Midterm.

- Final test

5.4 Teaching methods

- Lecture and discussion.
- Practice to making the drinks
- Internship at Dusit Bistro
- Discuss after internship.

5.5 Evaluation methods

- Evaluate from assignment.
- Evaluate in answering question in classroom.
- Making and Creating the drinks
- Midterm.
- Final test

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	Introduction to MICE Industry - Business Travel and Tourism	4	- Teaching through program Zoom and WBSC 1. The instructor explains the course syllabus; inform the assessment and evaluation method, including rule and regulation in class. Inform date and time for giving an advice or guidance. 2. Teaching about the introduction to MICE industry.	Aj. Thianrat Chatphattaraphon
2	Meetings	4	- Teaching through program Zoom and WBSC 1. Direct instruction and Discussion	Aj. Thianrat Chatphattaraphon

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	
3	Incentive Travels	4	- Teaching through program Zoom and WBSC 1. Direct instruction and Discussion 2. Performance Measurement Analysis 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Thianrat Chatphattaraphon
4	Conventions	4	- Teaching through program Zoom and WBSC 1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Thianrat Chatphattaraphon
5	Exhibitions	4	- Teaching through program Zoom and WBSC 1. Direct instruction and Discussion	Aj. Thianrat Chatphattaraphon

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			2. Service Blueprint 3. Class participation by the student 4. Q&A 5. Summary - Individual - Teaching Media - Power point slide	
6	Exhibitions -Case Studies		- Teaching through program Zoom and WBSC 1. Direct instruction and Discussion 2. Service Blueprint 3. Class participation by the student 4. Q&A 5. Summary - Individual - Teaching Media - Power point slide	Aj. Thianrat Chatphattaraphon
7	Organizers and Attendees' Decision Making Criteria	4	- Teaching through program Zoom and WBSC 1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Thianrat Chatphattaraphon
8	Special Events	4	- Teaching through program Zoom and WBSC 1. Online participation by the student	Aj. Thianrat Chatphattaraphon

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			2. Online assignment submit on WBSC 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	
9	MICE Event Management	4	- Teaching through program Zoom and WBSC 1. Online participation by the student 2. Online assignment submit on WBSC 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Thianrat Chatphattaraphon
10	Venue Management	4	1. Online instruction by Zoom Application 2. Online participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Thianrat Chatphattaraphon
11	MICE Industry Logistics	4	1. Online instruction by WBSC and Zoom Application 2. Online participation by the student 3. Q&A 4. Summary - Individual	Aj. Thianrat Chatphattaraphon

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			<ul style="list-style-type: none"> - Teaching Media - Power point slide 	
12	- Service Providers	4	<ol style="list-style-type: none"> 1. Online instruction by WBSC and Zoom Application 2. Online participation by the student 3. Q&A 4. Summary <ul style="list-style-type: none"> - Individual - Teaching Media - Power point slide 	Aj. Thianrat Chatphattaraphon
13	MICE Industry Standards	4	<ol style="list-style-type: none"> 1. Online instruction by WBSC and Zoom Application 2. Online participation by the student 3. Q&A 4. Summary <ul style="list-style-type: none"> - Individual - Teaching Media - Power point slide 	Aj. Thianrat Chatphattaraphon
14	MICE Industry Standards		<ol style="list-style-type: none"> 1. Online instruction by WBSC and Zoom Application 2. Online participation by the student 3. Q&A 4. Summary <ul style="list-style-type: none"> - Individual - Teaching Media - Power point slide 	
15	MICE Ethics	4	<ol style="list-style-type: none"> 1. Online instruction by WBSC and Zoom Application 	Aj. Thianrat Chatphattaraphon

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			2. Online participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	
Final Exam				

NB. The course is subject to change without prior notice to fit the changing tourism and hospitality circumstances.

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.1(2)(3)(5)/ 2.1(4)/ 4.1(1)(2)/ 5.1(1)(2)	Attendance and Participation	All	10%
2	1.1(1)(2)(3)/ 2.1(1)(2)/ 3.1(1)(2)/ 4.1(1)(2)/ 5.1(1)(2)	Activities & Assignments	All	20%
3	1.1(2)(3)/ 2.1(1)/ 3.1(1)(2)/ 4.1(1)(2)/ 5.1(1)(2)	Participation of Practical Classes	3rd/5th/8th 11th/12th/14th/15th	10%
4	1.1(1)(2)(3)/ 2.1(1)(2)/ 3.1(1)(2)/ 4.1(1)(2)/ 5.1(1)(2)	MICE Project	15th	20%
5	1.1(3)/ 2.1(1)(2)/ 3.1(1)(2)/ 4.1(2)/ 5.1(1)(2)	Practical Examination	week 7th	10%
6	1.1(3)/ 2.1(1)(2)/ 3.1(1)(2)/ 4.1(2)/ 5.1(2)	Final Examination	After week 15th	30%
Total				100%

Evaluation

- Attendance and Participation 10 %
- Activities & Assignments 20 %
- Participation of Practical Classes 10 %
- Simulation Project 10%
- Practical Examination 20 %
- Final Examination 30 %
- **Total** 100 %

Section 6 Teaching Materials and Resources**1. Texts and main documents**

MICE INDUSTRY MANAGEMENT

References;

Pat Golden-Romero 2011. Hotel Convention Sales, Services, and Operations

Documents and important information

1	George G. Fenich J. 2012. Meetings, Expositions, Events and Conventions
2	George G. Fenich, D.K. 2007. Outlines and Highlights for Meetings, Expositions, Events and Conventions
3	World Trade Organization, 2006. Measuring the Economic Importance of the Meetings Industry
4	Professional Convention Management Assoc Staff. 2008. The Convention Industry Council Manual.
5	Shannon Kilkenny.2006. The Complete Guide to Successful Event Planning by Shannon Kilkenny
6	Tony Rogers. 2007. Conferences and Conventions
7	Pat Golden-Romero 2011. Hotel Convention Sales, Services, and Operations

2. Documents and recommended information

1	http://www.businesseventsthailand.com .
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Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

Grade	Percentage	GPA
A	85-100	4.00
B ⁺	79-84	3.50
B	73-78	3.00
C ⁺	67-72	2.50
C	61-66	2.00
D ⁺	55-60	1.50
D	50-54	1.00
F	0-49	0.00

2. Evaluation strategies in teaching methods

Students' satisfaction towards teaching and learning of the course using questionnaires.

3. Improvement of teaching methods

- Increase individual instructor general knowledge, skills, researches, and teaching competency; introduce new instructor models or methodologies.
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education.

4. Evaluation of students' learning outcome

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Exam results

5. Review and improvement for better outcome

- To assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3.
- To follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria.