

**Course Syllabus**  
**10603340 MICE and Event Management**  
**Tourism Business Management Program, School of Tourism Development**  
**Meajo University**

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Class Time : Monday 1.00 – 4.00 PM

**Course Description :** Knowledge of business about meeting, incentive travel, exhibition and special events; Role of MICE business and special events affecting economics and social system; Opportunities and threats of business; Agency and organization related businesses; Organizational structure and responsibilities; Forms and types of services; Professional advancement opportunities; MICE and events entrepreneur ethics; Field trips.

(Lecture 3 hours, Self-study 6 hours/week)

CLO 1: Students have knowledge and understanding about MICE and Event Management.

CLO 2: Students have management skills, teamwork and ethics.

CLO 3: Students can apply the knowledge to create special event project.

**Tentative Course Schedule**

Week	Course Topics	Activities
1	Class Introduction	
2	Introduction MICEE business	Case study
3	Factors influencing MICEE industry	Case study
4	- Meetings - Incentive Travels	Case study
5	- Convention - Exhibitions	Case study
6	- Special Events	Case study
7	<b>Midterm Exam</b>	

8	Decision Making Criteria	Case study
9	MICEE Management	Case study
10	Venue Management	Case study
11	Logistic for MICEE Industry	Case study
12	- Service Providers in MICEE industry - Standards in MICEE industry	Case study
13	Project	
14	Presentations & Wrap up Activity	Presentation
15	<b>Final Exam</b>	

### Grades:

A	80 – 100%
B+	75 – 79%
B	70 – 74%
C+	65 – 69%
C	60 – 64%
D+	55 – 59%
D	50 – 54%
F	49% and below

### Student Performance Evaluations & Assignments:

Your performance and understanding of the various course topics will be evaluated during this course using several different methods and assignments. These will include the following:

#### **Class Attendance and Participation: 10%**

Your score for classroom participation will come from many different indicators. Are you actively participating in the learning process by asking questions and answering questions posed to you? What does your classroom attendance look like? You can't participate in class if you don't show up. This grade also includes any extra quizzes/assignment I might assign.

#### **Small Group Challenges & Assignments: 10%**

During the course of the class we will be taking advantage of our varying backgrounds to work together on a current issue or scenario relating to what we will be discussing in the class lectures.

**Project: 20%**

Plan & Conduct Your Event (one of MICEE). Prepare a written master plan for a special event. The plan should be comprehensive and detailed including at a minimum the following information: title of the event, purpose and goals of the event, description of the target population, plans for marketing, detailed description of the nature of the event, organizational and staffing arrangements, financial arrangements (expenses and sources of revenue) and a schedule of major tasks and activities to be followed in planning and conducting the event.

**Midterm Exam: 30%**

This examination will be made up of a variety of question styles (multiple choice, true or false, short answer, or short essay), and will be graded on content. It will cover the lecture sessions, activities and guest speakers (if any) during the first half of the course.

**Final Exam: 30%**

This examination will be made up of a variety of question styles (multiple choice, true or false, short answer, or short essay), and will be graded on content. It will mostly cover the lecture sessions, activities and guest speakers (if any). There will be some cumulative – based questions as well.

**PLO Criteria**

	PLO1	PLO2	PLO3	PLO4	PLO4	PLO5	PLO6
TB 350 MICE and Event Management	√	√					√

**Course Texts:**

The required materials for the course will include the following:

- There is not a required textbook for the course.
- PDF versions of the lecture slides will be made available via an online source (to be determined) before class whenever possible. These will be very useful when it comes time to study for your exams.
- Other readings will be assigned and provided either via an online source or via print and handed out in class.
- [www.onjanachantraprayoon.wordpress.com](http://www.onjanachantraprayoon.wordpress.com)

### ข้อตกลงเบื้องต้น

1. นักศึกษาแต่งกายสุภาพ ชุดนักศึกษาเท่านั้น
2. ตั้งใจเรียน ขยัน และร่วมกิจกรรมต่างๆทั้งกิจกรรมกลุ่มและกิจกรรมเดี่ยวตามที่ตกลงในชั้นเรียน
3. การขาดเรียนโดยไม่ได้ลาอย่างเป็นทางการ จะถูกตัดคะแนนครั้งละ 2 คะแนน
4. การเข้าสายเกิน 15 นาที จะถูกตัด 1 คะแนน
5. นักศึกษาจะต้องขาดไม่เกินร้อยละ 20 ของเวลาเรียนทั้งหมด
6. นักศึกษาทุกคนต้องร่วมกิจกรรมของรายวิชา
7. ห้ามใช้โทรศัพท์ในห้องเรียนอย่างเด็ดขาด หากมีเสียงโทรศัพท์จะถูกตัด 1 คะแนนทั้งห้อง
8. หากนักศึกษาประสงค์จะขอตรวจสอบเกรดให้ยื่นเรื่องขอตรวจสอบภายในระยะเวลา 1 เทอม หลังจากออกเกรด หากพ้นกำหนดจะไม่รับพิจารณา

**Small group challenges & Assignment rubric**

	<b>Skills</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>
1.	Contributions, Attitude	Always willing to help and do more. Routinely offered useful ideas. Always displays positive attitude.	Cooperative. Usually offered useful ideas. Generally displays positive attitude.	Seldom cooperative. Rarely offers useful ideas. Is disruptive.
2.	Cooperation with Others	Did more than others—highly productive. Works extremely well with others. Never argues.	Did their part of the work-cooperative. Works well with others. Rarely argues.	Did not do any work—does not contribute. Does not work well with others. Usually argues with teammates.
3.	Ability to Communicate	Always listens to, shares with, and supports the efforts of others. Provided effective feedback to other members.	Usually listens to, shares with, and supports the efforts of others. Sometimes talks too much. Provided some effective feedback to others.	Rarely listens to, shares with, or supports the efforts of others. Is always talking and never listens to others. Provided no feedback to others.
4.	Content	The assignment demonstrated knowledge of the course content by integrating major and minor concepts into the response. The report also demonstrated evidence of extensive	The assignment demonstrated knowledge of the problem at hand and the course content by integrating major concepts. The report also demonstrated evidence of limited research effort and/or thinking about the	The assignment did not demonstrate knowledge of the problem to be addressed, it lacked evidence of the research effort or depth of thinking about the topic.

		research effort and a depth of thinking about the topic.	topic.	
5.	Presentation Team	Team members are professional, confident, comfortable, speak clearly, and make eye contact. Team members are dressed appropriately.	Team members are professional, speak clearly, and make some eye contact. Team members are dressed appropriately.	Team members are unprofessional, do not speak clearly or make eye contact, or are inappropriately dressed.

Event Project Rubric

<b>Theme/ Preparation/ Research</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
	Theme selection, preparation, research were excellently displayed	Theme selection, preparation, research were very evident	Topic selection, preparation, research were average and met standards	Topic selection, preparation, or research were at the beginning level	No assignment completed or violation of University Academic Integrity Policy
<b>Budget Presentation</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
Budget with complete listing of revenue sources and expenses and narrative formatted correctly.	Preparation was excellent and showed exacting detail	Preparation was good	Preparation was average	Appearance was not professional and presenter not poised.	Complete miss. Either omitted or was completely incorrect.
<b>Floor Plan Layout</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>

	Design and layout were excellently executed	Design and layout were well done but omitted some key elements (gift award tables, head tables, etc.)	Design and Layout were average and met standard norms	Design and Layout	Complete miss. Either omitted or was completely incorrect.
<b>Depth of Project / Critical Thinking</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
	Depth of project and critical thinking were excellently demonstrated	Depth of project and critical thinking were very good	Depth of project and critical thinking were average and met standards	Depth of project and critical thinking were at beginning level	No assignment completed or violation of University Academic Integrity Policy
<b>Knowledge/ Content</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
	Knowledge and content were brilliantly relayed and extremely evident	Demonstrated very good mastery of knowledge and content	Knowledge and content were average and met standard norms	Knowledge and content at beginning level	No assignment completed

<b>Presentation/ Delivery Style</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
	Presentation and delivery excellent with superb eye contact, voice projection and confident posture	Eye contact, voice projection and posture in presentation were very good	Presentation and delivery were average and met standard norms	Poor eye contact, voice projection or posture in presentation	No assignment completed
<b>Creativity (Visual Aids &amp; Handouts)</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
	Use of aids was extremely creative and demonstrated with technology	Use of aids kept interest of audience and was very well executed	Creativity was average and met standard norms	Lacks creativity	No assignment completed
<b>Organization/ Flow/ Time</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
	Organizational skills were exceptional and the flow of the presentation and	Organizational skills, flow of presentation and time utilization were very good	Presentation organization, flow, or time utilization were average and met standard norms	Presentation was poorly organized, confusing or did not utilize time well	No assignment completed

	time execution were excellent				
<b>Finish/ Conclusions/ Recommendations</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
	Finish, conclusions, or recommendations were excellent and superbly executed	Finish, conclusions, or recommendations were greatly evident and very good	Finish, conclusions, or recommendations were average and met standard norms	Finish, conclusions, or recommendations were at beginning level	No assignment completed
<b>Assignment Execution</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
	Assignment execution was excellent	Assignment was very well executed	Assignment was executed on the average level and met standard norms	Assignment performance was executed at beginning level	No assignment completed
<b>Program for the Evening</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>

<p>Program design (Awards, Fun or interactive events that may occur during the event, ie awards bingo, drawings, etc.) Please note that getting up in front of the audience and just giving a verbal presentation on this area without supporting visual graphics is not acceptable. You better show some significant thought and creativity here or get ready for some huge deductions in your scores.</p>	<p>Demonstrated interactive events, awards, drawings, supported by visual graphics.</p>	<p>Demonstrated interactive events, awards, drawings, but FAILED to be supported by visual graphics.</p>	<p>Very limited interactivity in the program.</p>	<p>Practically no interactivity in program.</p>	<p>Complete miss</p>
<p><b>Event Social Networking Media Promotion</b></p>	<p><b>Excellent</b></p>	<p><b>Very Good</b></p>	<p><b>Average</b></p>	<p><b>Poor</b></p>	<p><b>Unacceptable</b></p>

<p>Facebook, LinkedIn, Twitter, etc. page or something similar to promote the event based on the lecture notes you received for the Social Media Use for Events. You better pay attention to the templates that were given in that lecture. Those templates describe what a web page should look like and the content. Get ready for major score deductions for failing to follow instructions in that area.</p>	<p>Social networking idea incorporated multiple ideas from guest lecture on using social media to promote events. Web page was designed to conform to the lecture material 100%</p>	<p>Social networking idea incorporated multiple ideas from guest lecture on using social media to promote events. Web page was designed to somewhat conform to the lecture material.</p>	<p>Social networking idea incorporated one or two ideas from guest lecture on using social media to promote events. Web page was designed to somewhat conform to the lecture material. Overall very average</p>	<p>Social networking idea lacked depth, detail, and imagination. Failed to significantly incorporate materials from lecture.</p>	<p>Complete miss. Lack of detail, lack of imagination, failed entirely to match up with lecture material.</p>
<p><b>Press Release</b></p>	<p><b>Excellent</b></p>	<p><b>Very Good</b></p>	<p><b>Average</b></p>	<p><b>Poor</b></p>	<p><b>Unacceptable</b></p>
<p>You will create a publicity release announcement</p>	<p>Press release meets all guidelines</p>	<p>Press release meets guidelines but has 2</p>	<p>Press release fails to meet several</p>	<p>Press release fails to meet several</p>	<p>Press release fails to meet several</p>

that must be at least 250 words		to 3 grammatical errors.	guidelines and has 4 grammatical errors.	guidelines and has 5 grammatical errors	guidelines and is very poor quality.
<b>Smart objectives</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
Develop 5 goals for the event based on the lecture material	5 objectives correctly stated with several objective levels covered				
<b>Menu Selections</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
Menu selections, you must keep in mind that your food costs should certainly be no less than \$10 per person, and no more than \$15 per person.	Price objectives achieved and clearly demonstrated. Menu is appetizing, varied, and easily transportable!	1 or more items lacking	2 or more items lacking	3 or more items lacking	complete miss
<b>Entertainment</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Average</b>	<b>Poor</b>	<b>Unacceptable</b>
* If you are planning to have entertainment with the event, you should	Meets entertainment objectives and costs are well defined as are documents	1 or more items lacking	2 or more items lacking	3 or more items lacking	complete miss

also include that cost with your event documents.					
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