



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: TRM 2401

Course Title: MICE Management

Credits: 3 (3-0-6)

Program: Tourism Management International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester: 1 Academic Year: 2019

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 2401
Course Title (English): MICE Management
Course Title (Thai): -

2. Credits: 3 (3-0-6)

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts, Program in Tourism
Management, International College

3.2 Course Category:

General Education Required Course
 Elective Course Others

4. Lecturer Responsible for Course and Instructional

Course Lecturer (s):

4.1 Lecturer Responsible for Course: Ms.Yanika Chuentako
4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 306 Tel. 092-745-5979 E-mail yanika.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study: 2019
6.2 Number of the students enrolled: 5 students

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building: SSRUIC Room Number: 301

10. Last Date for Preparing and Revising this Course:

Date 8 Month August Year 2019

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Knowledge

- (1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research process and techniques, which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.4 Interpersonal Skills and Responsibility

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

1.5 Numerical Analysis, Communication and Information

Technology Skills

- (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for General Education Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in the analyzing ideas for the function of MICE management such as organizing, designing, planning, coordinating, monitoring, sourcing products and services that would achieve the event goals and objectives in the tourism industry.

Section 3 Characteristics and Operation

1. Course Outline

Evolution, roles and impacts of MICE tourism. Studies of meeting, incentive, convention and event, planning, strategy formulation and evaluations, overview of operational functions of each business, development of MICE business, incentive travel management, current affairs, problems and solutions, industry trends and growth.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
48	-	90	Upon request

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room Number 306
Building SSRUIC International College (Nakhonpathom
Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 092-745-5979

3.3 Consulting via E-Mail: yanika.ch@ssru.ac.th

3.4 Consulting via Social Media (Line): yanika.cee

3.5 Consulting via Computer Network (Internet/Web board)
Teacher website: www.teacher.ssru.ac.th/yanika_ch

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Teaching Strategies

- (1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;
- (2) Provide case studies that explain ethics in careers in the tourism industry; and
- (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.3 Assessment Strategies

- (1) Class attendance, class participation, and behavior in class;
- (2) On-time submission of report and assignments and their quality; and
- (3) Students' contribution on group assignments.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research process and techniques, which will be benefit in solving problems and adding up to the knowledge in the career.

2.2 Teaching Strategies

- (1) Use problem-based learning
- (2) Use cooperative learning strategies
- (3) Use case studies
- (4) Invite guest speakers who are experts in the field of tourism management to give special lectures.

2.3 Assessment Strategies

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations; and
- (3) Be able to apply innovation and knowledge

3.2 Teaching Strategies

- (1) Use problem-based learning
- (2) Use cooperative learning strategies
- (3) Use case studies
- (4) Invite guest speakers who are experts in the field of tourism management to give special lectures.

3.3 Assessment Strategies

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

4.2 Teaching Strategies

- (1) Group assignments
- (2) Use cooperative learning strategies
- (3) Field trips

4.3 Assessment Strategies

- (1) Students' contribution and behavior in group assignments
- (2) Class presentation

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

5.2 Teaching Strategies

- (1) Provide assignments that require students to use numerical analysis skills and knowledge.
- (2) Provide assignments that require students to use information technology skills and knowledge.
- (3) Use e-learning.
- (4) Use group discussions.
- (5) Use oral presentation for practicing communication skill.

5.3 Assessment Strategies

- (1) Assignments
- (2) Project report and presentation
- (3) Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lecturers as well as during presentations in front of the classes.
- (4) Midterm and final examinations

6. Other Domain

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Remark: Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2.
(Program Specification)

Section 5 Lesson Plan and Assessment

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Topic 1: Introduction to MICE Industry <ul style="list-style-type: none"> • Concept and definitions • MICE Industry Impact on Economy and Society • Current MICE Industry and Factors Influencing Future MICE Industry • Introductory to Key Stakeholders in MICE Industry 	3 hours	<ul style="list-style-type: none"> • Pre-test • Direct instruction • E- learning 	Miss Yanika
2	Topic 2: Meetings <ul style="list-style-type: none"> • Purpose of Corporate Meeting • Industry Trends • Corporate Meeting Categories • Stakeholders in the Corporate Meetings Industry 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion 	Miss Yanika
3	Topic 3: Incentive Travels <ul style="list-style-type: none"> • Distinct characteristics and functions of Incentive Travels • Type of Incentive Travel Programs • Importance of Incentive Travels • Incentive travel industry in Thailand Key Success Factors of Incentive Travel Programs 	3 hours	<ul style="list-style-type: none"> • Direct instruction • Exercise • E- learning 	Miss Yanika

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	Topic 4: Conventions <ul style="list-style-type: none"> • Conventions Industry Evolvment • Convention Categorization and Measurement • Convention Industry in Thailand • Key Stakeholders in Convention Industry 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
5	Topic 5: Exhibitions <ul style="list-style-type: none"> • Purposes and objectives of Corporate Meeting • Evolvment and significance of exhibition • Exhibitions Categorization • Exhibitions in Thailand 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
6	Topic 6: Organizers and Attendees' Decision Making Criteria <ul style="list-style-type: none"> • Selection of Destination • Service Providers Selection • Important factors in choosing the destination 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
7	Topic 7: Special Events <ul style="list-style-type: none"> • Characteristics of Special Events • Components of Special Events • Social and Economic Impact • Roles and Importance of Event Management Companies (EMCs) 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
8	Midterm Examination			

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
9	Topic 8: MICE Event Management <ul style="list-style-type: none"> • Project Management and its Importance • MICE Event Management with the PMBOK Framework 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
10	Topic 9: Venue Management <ul style="list-style-type: none"> • Types of Venues • International Venues • Venues in Thailand • Compositions of Venues Inducing Venue Selection Decision • Venue Management 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
11	Topic 10: MICE Industry Logistics <ul style="list-style-type: none"> • Logistics and Transportations • Modes of Transportation • MICE Industry Logistics • Related Stakeholders in Logistics and Transportation 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
12	Visit Queen Sirikit National Convention Center	3 hours	<ul style="list-style-type: none"> • Field Trip at Queen Sirikit National Convention Center 	Miss Yanika
13	Topic 11: Service Providers <ul style="list-style-type: none"> • Roles and responsibilities of key stakeholders • Roles and responsibilities of other service providers • Supporting Governmental Organization 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
14	Topic 12: MICE Industry Standards <ul style="list-style-type: none"> • International Organization for Standardization (ISO) • National-level Standards and Guidelines • Standards and Guidelines 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
15	Topic 13: MICE Ethics <ul style="list-style-type: none"> • Negative Impact • Ethics • Case Studies 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
16	Student's Project Presentation	3 hours	<ul style="list-style-type: none"> • Presentation • Final Exam Review 	Miss Yanika
17	Final Examination			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>(1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;</p> <p>(2) Have positive attitudes towards service careers;</p> <p>(3) Be able to lead and follow group members, work in team and be a role model for others; and</p> <p>(4) Have self-discipline, be punctual, responsibility to self, profession and society.</p>	<p>(1) Class attendance, class participation, and behavior in class;</p> <p>(2) On-time submission of report and assignments and their quality; and</p> <p>(3) Students' contribution on group assignments.</p>	Throughout the semester	10%
2	<p>Knowledge</p> <p>(1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.</p> <p>(2) Have integrated knowledge in other related disciplines.</p> <p>(3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	<p>Week 5: Midterm Exam,</p> <p>Week 8: Final Exam</p>	<p>20%</p> <p>30%</p>

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	<p>Cognitive Skills</p> <p>(1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;</p> <p>(2) Be able to apply both theoretical and practical knowledge into real life training and work experience appropriately in accordance with situations; and</p> <p>(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	Throughout the semester	20%
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and</p> <p>(2) Be responsible for the improvement of self-academic learning and the profession continuously.</p>	<p>(1) Students' contribution and behavior in group assignments</p> <p>(2) Class presentation</p>	Throughout the semester	15%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;</p> <p>(2) Be able to communicate with foreigners effectively in the appropriate contexts;</p> <p>(3) Be able to use technology to communicate and present effectively; and</p> <p>(4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.</p>	<p>(1) Assignments</p> <p>(2) Project report and presentation</p> <p>(3) Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lectures as well as during presentations in front of class.</p> <p>(4) Midterm and final examinations</p>	Throughout the semester	5%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Hirner, D., Wiedemann, H., & Schmidt, O. (2015). *MICE-Management: Trend oder Zukunft für eine Stadt = MICE-Management: Trend or future for a city*. Mittweida.

2. Important Documents for Extra Study

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3. Suggestion Information (Printing Materials/Website/CD/Others)

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Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum.

The topics include:

- (1) Content objectives
 - (2) The instructional materials
 - (3) The learning methods and assessment
- 1.2 Observing students' behavior in classroom.
- 1.3 Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discuss the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulates interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair dealing with students.
- (9) The lecturer makes students feel comfortable about asking questions.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer uses technology to enhance learning in the classroom.

2.2 The director/ head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching/ learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

4. Feedback for Achievement Standards

International College Administrator Committee monitors the assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and process every three years.

5.2 Assign different lecturers teach this course to enhance students' performance.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills				6. Other Domain ie. Learning Management Skills										
	● Major Responsibility																			○ Minor Responsibility							
Course Category Required Course	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4	1	2	3								
Course Code: TRM 2401 MICE Management	●	●	○	○	●	●	○	●	●	○	●	○	●	●	●	○	-	-	-								