

# EMT303e MICE Management

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

**E-Learning:** BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

## **Synopsis:**

EMT303 MICE Management will provide students an overview of the MICE (Meetings, Incentives, Conventions and Exhibitions) industry. It focuses on the principles, practices and critical success factors of meetings, incentives travel, conventions and exhibitions. Emphasis will be placed on evaluating of needs and the management processes to ensure successful organization of such events.

## **Topics:**

- An Overview of the MICE industry
- Principles, Practices and Critical Success Factors of MICE
- Roles of Parties Involved
- Meetings: Fundamentals of Organizing Business Meetings and Seminars
- Incentive Travel: The Planning and Marketing for Incentive Travel Programmes
- Conventions: The Planning, Organization & Promotion of Conventions
- Exhibitions: The Organization and Execution of Exhibitions & Trade Shows
- Evaluation of the Needs of MICE Events
- Management Processes to Ensure Successful Organization of Events
- MICE in Singapore
- Insights to the Future of the MICE Industry in Singapore
- Global Perspectives

## **Textbooks:**

: Meetings, Expositions, Events, Conventions - An Introduction to the Industry  
ISBN-13: 9781292093765-AA

: Meetings, Expositions, Events, Conventions - An Introduction to the Industry  
ISBN-13: 9781292093765

**Learning Outcome:**

- Demonstrate understanding of the MICE industry and the roles of the various parties involved
- Compare MICE practices in Singapore and internationally
- Propose principles, practices and critical success factors to the management of MICE events
- Implement the planning, organization, marketing and promotion of MICE activities
- Analyze the needs of MICE events
- Recommend insights and perspectives to the management of MICE events

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
TUTOR-MARKED ASSIGNMENT	10
TUTOR-MARKED ASSIGNMENT	14
<b>Sub-Total</b>	<b>30</b>

  

<b>Examinable Component</b>	<b>Weightage (%)</b>
Written Exam	70
<b>Sub-Total</b>	<b>70</b>

**Weightage Total** **100**