



### A) Course Details:

- **Course Title:** Meetings, Incentives, Conferences, and Exhibitions (MICE) in Hospitality Industry
- **Duration:** 6 months
- **Level:** Advanced Certificate
- **Credits:** The number of credits per module will be provided in the module details below.

### B) Module Overview:

Module Code	Module Name	Study Hours	Credits
MICE101	Introduction to MICE Industry	50 hours	6 credits
MICE102	Planning and Organizing Meetings	60 hours	7 credits
MICE103	Incentive Travel and Corporate Events	40 hours	5 credits
MICE104	Conference Management	55 hours	6 credits
MICE105	Exhibition Planning and Management	45 hours	5 credits
MICE106	Marketing and Promotion in MICE	50 hours	6 credits
MICE107	Technology Integration in MICE	60 hours	7 credits
MICE108	Risk Management in MICE	45 hours	5 credits
MICE109	Financial Management in MICE	55 hours	6 credits
MICE110	Capstone Project: MICE Event Execution	70 hours	8 credits

### C) Main Aims and Objectives:

1. Provide a comprehensive understanding of the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry.
2. Equip participants with the skills to plan and organize successful meetings and conferences.
3. Explore the intricacies of incentive travel and corporate events.
4. Develop expertise in the management of conferences, ensuring smooth execution.
5. Provide insights into planning and managing exhibitions effectively.
6. Understand the principles of marketing and promotion specific to the MICE industry.
7. Explore the integration of technology for enhanced MICE experiences.
8. Develop skills in risk management to handle unforeseen challenges in the industry.
9. Provide knowledge of financial management in the context of MICE events.
10. Apply acquired knowledge through a comprehensive Capstone Project.

## **D) Detailed Outline of The Syllabus Per Module:**

1. **Module MICE101: Introduction to MICE Industry**
  - Overview of the MICE Industry
  - Historical Evolution and Global Trends
  - Types of MICE Events
  - Role of MICE in Hospitality
  
2. **Module MICE102: Planning and Organizing Meetings**
  - Meeting Planning Process
  - Venue Selection and Logistics
  - Program Development and Agenda Planning
  - Budgeting for Meetings
  
3. **Module MICE103: Incentive Travel and Corporate Events**
  - Incentive Travel Programs
  - Corporate Event Planning
  - Team Building Activities
  - Recognition and Rewards in Corporate Events
  
4. **Module MICE104: Conference Management**
  - Conference Planning and Execution
  - Speaker Selection and Management
  - Delegate Registration and Logistics
  - Post-Conference Evaluation
  
5. **Module MICE105: Exhibition Planning and Management**
  - Exhibition Concept and Design
  - Exhibitor Acquisition and Management
  - Visitor Experience and Engagement
  - Logistics and Security for Exhibitions
  
6. **Module MICE106: Marketing and Promotion in MICE**
  - Marketing Strategies for MICE Events
  - Digital Marketing and Social Media Promotion
  - Collaborations and Sponsorships
  - Branding and Image Building
  
7. **Module MICE107: Technology Integration in MICE**
  - Event Technology Trends
  - Mobile Apps for MICE Events
  - Virtual and Hybrid Event Platforms
  - Data Analytics for Event Improvement
  
8. **Module MICE108: Risk Management in MICE**
  - Identifying and Assessing Risks
  - Crisis Communication Planning
  - Emergency Response and Contingency Planning
  - Legal and Compliance Considerations

9. **Module MICE109: Financial Management in MICE**
  - Budgeting and Cost Control
  - Revenue Generation in MICE Events
  - Financial Reporting and Analysis
  - Contract Negotiation and Vendor Management
  
10. **Module MICE110: Capstone Project: MICE Event Execution**
  - Project Planning and Proposal
  - Event Execution and Logistics
  - Stakeholder Coordination
  - Evaluation and Post-Event Analysis

#### E) Practicals:

Module Code	Practical Details
MICE101	Visit to a MICE Event Venue and Observation
MICE102	Hands-on Meeting Planning Exercise
MICE103	Planning and Executing a Simulated Incentive Travel Program
MICE104	Participation in Conference Management Simulations
MICE105	Design and Execution of a Mini Exhibition
MICE106	Development of a Marketing Campaign for a MICE Event
MICE107	Hands-on Experience with Event Technology
MICE108	Risk Assessment and Crisis Management Simulation
MICE109	Budgeting and Financial Planning Exercise
MICE110	Capstone Project Execution and Event Management

#### F) Industrial Internship Duties (8 weeks):

1. Assisting in the planning and execution of real-world MICE events.
2. Participating in meetings with clients and stakeholders.
3. Gaining hands-on experience in conference management.
4. Assisting in the coordination of incentive travel programs.
5. Engaging in the planning and execution of corporate events.
6. Contributing to the logistics and management of exhibitions.
7. Working on marketing and promotional activities for MICE events.
8. Participating in risk management and crisis response scenarios.
9. Learning financial management and budgeting in live event settings.
10. Applying theoretical knowledge to practical event execution.

**G) Country Benefits:**

1. Economic boost through increased MICE event hosting.
2. Enhanced global image as a preferred MICE destination.
3. Growth in the hospitality and service industry.
4. Attraction of international conferences and exhibitions.
5. Opportunities for local businesses to showcase products and services.
6. Increased tourism and hospitality-related revenue.
7. Development of skilled professionals in event management.
8. Networking opportunities with global industry leaders.
9. Strengthened international collaborations in the MICE sector.
10. Improved infrastructure and facilities for hosting MICE events.

**H) Students' Entrepreneurship Benefits:**

1. Entrepreneurial opportunities in event planning and management.
2. Knowledge of market trends and demands in the MICE industry.
3. Skills in marketing and branding for MICE event startups.
4. Understanding of financial management for event-based ventures.
5. Access to a network of industry professionals and potential clients.
6. Ability to offer specialized services in conference and exhibition management.
7. Capacity to develop innovative event technologies and solutions.
8. Experience in risk management for entrepreneurship resilience.
9. Exposure to diverse cultural considerations in international events.
10. Development of a comprehensive capstone project for entrepreneurship endeavors.

**I) Recommended Books and Materials:**

- "Meetings, Conventions and Expositions: An Introduction to the Industry" by George G. Fenich
- "Professional Meeting Management: A Guide to Meetings, Conventions, and Events" by Professional Convention Management Association (PCMA)
- "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events" by Judy Allen
- International Conference and Exhibition Management Journals, Industry Reports, and Online Resources.

**J) Admission:**

- Open to individuals interested in the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry. No specific prerequisites; the program is designed for anyone passionate about event management and hospitality.