Republic of the Philippines
UNIVERSITY OF ANTIQUE
TARIO LIM MEMORIAL CAMPUS
Tibiao, Antique

COLLEGE OF BUSINESS AND MANAGEMENT
BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

COURSE SYLLABUS IN HMGTC 4 – (INTRODUCTION TO MEETINGS, INCENTIVES, CONVENTION and EXHIBITION (MICE)
(SEMINAR WITH EDUCATIONAL TOUR)
(Effective First Semester, 2020-2021)

VISION
A leading University in Science and Technology by 2022.

MISSION
The University shall provide quality, relevant, and responsive scientific, technological and professional education and advanced training in different areas of specialization; and shall undertake research and extension services in support to socio-economic development of Antique, the Filipino nation, and the global community.

ATTRIBUTES OF UA GRADUATES:
   Universally **A**chieving
   - **P**rofessionals imbued with high personal integrity and commitment;
   - **R**esearch-oriented innovators and life-long learners;
   - **I**ntellectuals with strong nationalistic, environmental, cultural, and artistic sense;
   - **D**evelopment-driven leaders and socially responsible change agents; and
   - **E**xcellent workers with high technological and technical expertise.

CURRICULUM MAP
The graduate of B.S. in Hotel and Restaurant Management should have developed the ability to;

PROGRAM OUTCOMES	LEVEL OF ARTICULATION IN THE COURSE
A. Manifest adequate knowledge of tourism & hospitality industry both in local & international context.	Introduce
B. Exemplify awareness of cultural, social, environmental,technological & economic impacts of Hotel, Restaurant & Tourism Industry	Introduce
C. Exhibit sense of consciousness for ethics in delivery of hospitality services	Practice with supervision
D. Demonstrate effective interpersonal & communication skills & high degree of service	Practice with supervision

orientation.	
E. Exhibit positive attitude and proper ethics in the multi cultural workplace.	Demonstrate with supervision
F. Demonstrate creative and innovative thinking in problem solving by formulating sound decisions.	Demonstrate without supervision
G. Participate in the generation of new knowledge or in research and development of projects.	Demonstrate with supervision

Course Information
Course Code   :   **HMGTC 4**
Course Title   :   **INTRODUCTION TO MEETINGS, INCENTIVES, CONVENTION and EXHIBITION (MICE) SEMINAR WITH EDUCATIONAL TOUR**
Course Description: This course examines the principles of conceptualizing, planning, managing and evaluating meetings and events and festivals management. Topics include the significance of conventions and events in tourism, event design, project management, methods and evaluation, physical requirements, organizing, promotion and sponsorship. This is an integration course that applies all the principles of conceptualization or management and foundation tourism and hospitality courses.
Pre requisite: None
Co requisite   :Tour 7 (Convention and Event Mnagement)
Credit   : 3 units (3 Lecture Hours)

Other Important Details

Face to Face Instruction (If allowed and/or possible)
    Lecture: 3 hours
    Class Schedule: Re: Faculty Load
    Classroom: Smartroom, BL3
    Consultation Schedule: 7:30-9:30 am, Wednesday
    Room: CBM Office

Online Interaction
Screentime: Approxiamtely 1 hour/week
    Class Schedule: Re: Faculty Load
    Learning Space: Virtual
    Consultation Schedule: 7:30-9:30 am, Wednesday
    Channel of Communication: Zoom (if possible), Facebook Groupchat, GoogleClassroom

Instructor
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OUTCOMES- BASED LEARNING PROGRAM

PROGRAM OUTCOMES	PERFORMANCE INDICATORS	INTENDED LEARNING OUTCOME (ILO)	COURSE TOPICS	REFERENCES AND RESOURCES	OUTCOMES-BASED TEACHING AND LEARNING (OBTL)	ASSESSMENT OF LEARNING OUTCOMES (ALO)	TIME ALLOTMENT
							LECTURE
Manifest adequate knowledge of tourism & hospitality industry both in local & international context.	Show importance of the course and the curriculum by looking into the context of local and international hospitality and tourism industry.	1. Familiarize students with the vision, mission and quality policy of the University. 2. Discuss the overview of the course and the expectations of the teacher and the students. 3. Discuss the significant security measures, health and safety protocols and the house rules to be observed throughout the semester. **Value Focus:** Self-Awareness, Appreciation **Gender Integration:** Appreciation of both male and female to the VMGO of the university **Internationalization**	a. Getting to Know Each Other b. The University's Vision, Mission and Quality Policy c. The BSHRM degree outcomes d. The course/ subject outcome e. School Safety and Security f. House Rules	Resources: University VMGO Course Syllabus **F2F** *(if allowed and/or possible)* 1. Powerpoint Presentation 2. Document Camera 3. LCD Projector **RTL** 1. e-skUelA Learning Management System (LMS) 2. Welcome and Orientation video 3. Powerpoint Presentation	**F2F** *(if allowed and/or possible)* 1. Self-Introduction 2. Self-reflection and learning style assessment 3. Lecture and Discussion 4. Group Dynamics **RTL** 1. Computer assisted Instruction (TPACK Framework) 2. Self Introduction through Class Forum via LMS (Mutimodal Model) 3. 1st Zoom or Google Class Orientation Meeting..(Collaborative Learning) 4. Lecture and Discussion in the Class Forum via LMS (Online Learning	**F2F** *(if allowed and/or possible)* **1**. Class Participation/Recitation **RTL** 1. Online Participation in the Class Forum via LMS 2. Individual Learner Unit Activity " Self Introduction Video"(Tiktok, etc)	**2 hours**

			concept integrated: Discuss how the university help and bring graduates globally competitive by providing updated views about international competitiveness.		Model)		
Manifest adequate knowledge of tourism & hospitality industry both in local & international context.	Trace the evolution of MICE Industry in local and international context and its significance in the local community.	1. Define and trace events and each subsector represented by each letter in the acronym MICE; 2.Differentiate between a meeting, congress, convention and conference; 3. Gain basic knowledge on the beginnings and developments in the MICE industry in the Philippines and in the international community; and 4. Appreciate the significance and impact of the industry to oneself and to the	**Unit I:Introduction to MICE Industry** a. Definition of MICE b. Evolution of MICE/ Events in Human Society c. Philippine MICE/ Events Industry d. Importance and Impacts of Events **Value Focus:** Patience, Appreciation, Challenge set **Gender Integration:** Appreciation of ideas	**References:** Cruz, Z c 2005 Convention and Event Management Pp 61-66 **Resources** **F2F*** 1. Course Pack in Introduction to MICE Industry 2. Powerpoint Presentation on Introduction to MICE Industry 3. Motivational Video: The MICE Industry https://www.youtube.com/watch?v=t8mNZps07do **RTL** 1. eskUelA LMS	**F2F*** 1.Lecture and Discussion through Powerpoint Presentation. 2. Class Reporting 3. Group Dynamics 4. Case Study/Research **RTL** 1. Computer Assisted Instruction.(TPACK Framework) 2. Modular Instruction 3. Independent Study (Connectivism) 4. Multimedia Approach(Mutimodal Model) 5. Cooperative Learning Approach/Buddy System..(Collaborative Learning)	**F2F*** 1. Recitation 2.Written Test 3. Individual Unit Activity "Research/Collection on Local and International MICE Events". **RTL** 1. Participation in the Class Forum 2.Written quiz via LMS 3. Individual Learner Unit Activity a. "My MICE Events Photo and Video Collage/Collection/Pres entation".	**17 hours (7 hrs. Lec.10hr ILLab)**
Exemplify awareness of cultural, social,	Analyze the significance and impact of the industry to						

environmental,technological & economic impacts of Hotel, Restaurant & Tourism Industry	oneself and to the world.	world.	from both men and women **Internationalization concept integrated:** Introduce to the learners the international setting of MICE/ events in history, its importance and impact in the international landscape.	2. Powerpoint Presentation on Introduction to MICE Industry 3. Motivational Video: The MICE Industry https://www.youtube.com/watch?v=t8mNZps07do	6. Integrated Approach 7. Discussion Method/Group Virtua Meeting...(Collaborative Learning)		
Manifest adequate knowledge of tourism & hospitality industry both in local & international context.	Show the ability to distinguish the different categories and types of events.	1. Distinguished the different types of events. 2. Identify and discuss the common characteristic of an event. 3. Recognize the business, social and industry trends and Analyze how these trends will affect the industry.	**Unit II: Types of Events** a. The Different Types/Categories of Events ❑ Purpose ❑ Number of Participants ❑ Frequency ❑ Magnitude of Impact b. Common Characteristics of Events c. Trends in the Events Industry ,	**References:** Romeo, E c 2015 Events Management pp. 7-8, 16, 26-28, 30-40 Cruz, Z c 2005 Convention and Event Management Pp, 2-6, 11-18 Disimulacion, M.A c 2016 Event Management for Tourism, Sports, Business and Mice pp. 114-119 **Resources** **F2F*** 1. Course Pack in Introduction to MICE	**F2F*** 1.Lecture and Discussion through Powerpoint Presentation. 2. Class Reporting 3. Group Dynamics 4. CaseStudy/Research **RTL** 1. Computer Assisted Instruction..(TPACK Framework) 2. Modular Instruction 3. Independent Study Connectivism) 4. Multimedia Approach(Mutimodal Model) 5. Cooperative Learning Approach..(Collaborative Learning)	**F2F*** 1. Recitation 2.Written Test 3. Seminar/Convention Participation or attendance **RTL** 1. Participation in the Class Forum 2.Written quiz via LMS 3. Individual Learner Unit Activity a. "Reaction Paper on on the Conduct of Local or International Events Amidst Pandemic". or b. Attendance/Participati	**10 hours (4 hrs. Lec.6hrs ILLab)**

				Industry 2. Powerpoint Presentation on Types of Events 3. Motivational Video : Types of Events https://www.youtube.com/watch?v=LgMbITJUdM0&t=157s **RTL** 1. eskUelA LMS 2. Powerpoint Presentation on Types of Events 3. Motivational Video: Types of Events https://www.youtube.com/watch?v=LgMbITJUdM0&t=157s	6. Integrated Approach 7. Discussion Method	<mark>on Local Webinar on MICE, Tourism and Events".</mark>	
			Value Focus: Patience, Self-Awareness, Professionalism **Gender Integration:** Eliminating the discrimination for both men and women **Internationalization concept integrated:** Introduce to the learners how the trends on MICE and events grow internationally				
Exemplify awareness of cultural, social, environmental,technological & economic impacts of Hotel, Restaurant & Tourism Industry	Sourced out local and international MICE and event stakeholders, suppliers and linkages	1.Understand the structure of MICE Industry 2. Understand the role of industry stakeholders and their relationships with each other. 3. Discuss the different types of associations and their importance in the MICE industry. 4. Show familiarity with	**Unit III: The Industry Stakeholders** a. Components of the MICE/Events Industry b. Key Players of the MICE Industry c. The Event Suppliers **Value Focus:** Patience**,** Appreciation,	**References:** **Resources:** F2F* 1. Course Pack in The Industry Stakeholders 2. Powerpoint Presentation on The Industry Stakeholders 3. Motivational Video	**F2F*** 1.Lecture and Discussion through Powerpoint Presentation. 2. Class Reporting 3. Group Dynamics 4. Case Study/Research **RTL** 1. Computer Assisted Instruction...<mark>(TPACK Framework)</mark> 2. Modular Instruction	**F2F*** 1. Recitation 2.Written Test 3. Individual Unit Activity a." Interview on Local Events Suppliers" **RTL** <mark>1. Participation in the Class Forum</mark> <mark>2.Written quiz via LMS</mark> 3. <mark>Individual Learner</mark>	14 hours **(5 hrs. Lec.9hrs lLLab)**

		the types of MICE suppliers and the means to source them 5. Appreciate the role of the government in the MICE industry	Awareness and Understanding
			
			Gender Integration: Appreciation of ideas from both men and women
			
			Internationalization concept integrated: Introduce to the learners the international MICE Industry Stakeholders
				https://www.youtube.com/watch?v=M9My1OARSnM
				
				RTL
				1. eskUelA LMS
				2. Powerpoint Presentation on The Industry Stakeholders
				
				3. Motivational Video https://www.youtube.com/watch?v=M9My1OARSnM
					3. Independent Study <mark>Connectivism</mark>)
					4. Multimedia Approach <mark>Mutimodal Model)</mark>
					   5. Cooperative Learning Approach..<mark>(Collaborative Learning)</mark>
					6. Integrated Approach
					7. Discussion Method
						<mark>Unit Activity
						   a. "List of Online Event Suppliers and Packages"</mark>	

MIDTERM EXAMINATION							**2 hours**
Demonstrate creative and innovative thinking in problem solving by formulating sound decisions	Create an event brief/proposal	1. To describe the steps to a successful event. 2. To discuss the event planning process. 3. To Differentiate an event destination from an event venue. 4. To explain the criteria when choosing an event destination and venues	**Unit III: Events Planning** a. Steps to Successful Event b. Planning the Event c. Destination and Venues d. Project Management	**References:** Cruz, Z c 2005 Convention and Event Management pp. 64-65 Disimulacion, M.A c 2016 Event Management for Tourism, Sports, Business and Mice pp. 65-73, 85-144	**F2F*** 1. Lecture and Discussion through Powerpoint Presentation. 2. Individual Class Reporting through Multi-Media Presentation 3. Demonstration 4. Hands-on 5. Critical Thinking/Problem solving 6. Group Dynamics	**F2F*** 1. Event Proposal Making 2. Individual Events Planning Presentation (Activity 1-12) 3. Recitation 4. Written Quizzes 5. Assignment **RTL**	**15 hours (6 hrs. Lec.9hrs lLLab)**

. Demonstrate effective interpersonal & communication skills & high degree of service orientation	Present an event brief/proposal	5. Compare and contrast the techniques in managing projects
		6. Design an event program
		7. Handle guest arrangements
		8. Demonstrate knowledge of Exhibit terms
		9. Indentify booth configurations
		10. Discuss the factors affecting the choice of menu
		11. Recognize the potential risks of an event.
			e. Budget
			
			f. Program
			
			g. Production and Staging
			
			h. Exhibit Set-Up
			
			i. Catering
			
			j. Security and Risk Management
			
			Value Focus: Self-Awareness
			
			Gender Integration: Male and female should be aware of the steps and guidelines on preparing event proposal
			
			Internationalization Concept Integrated: Research and observe How International Events are planned and stage in an international context.
				Resources:
				F2F*
				1. Course Pack on Steps on Events Planning
				2. Powerpoint Presentation on Steps on Events Planning
				3. Sample Motivational Video
				
				RTL
				1. eskUelA LMS
				2. Powerpoint Presentation on The Steps On Events Planning
					7. Case study/Research
					
					RTL
					  1. Computer Assisted Instruction. TPACK Framework)
					2. Modular Instruction
					3. Independent Study Connectivism)
					4. Multimedia Approach Mutimodal Model)
					  5. Cooperative Learning Approach Collaborative Learning)
					6. Integrated Approach
					7. Discussion Method Lecture -Demo
						1. Participation in the Class Forum
						2.Written quiz via LMS
						3. Individual Learner Unit Activity
						  a. "Events Planning Presentation "
						(Activity 1-12)

| Demonstrate effective interpersonal & communication skills & high degree of service orientation | Present an event marketing plan | 1. To discuss marketing mix
2. To define sponsorship
3. To differentiate the types of benefits sponsors are looking for
4. To identify the important factors in marketing | **Unit IV: Event Marketing**

a. Marketing Management

b. Important Factors in Marketing

c. Event Presentation

d. Sponsorship

Value Focus:
Realization, Awareness

Gender Integration:
Let both male and female realize and aware on how to organize the event

Internationalization concept integrated:
Teach learners to share linkages with other international events companies | **References:**
Disimulacion, M.A c 2016 Event Management for Tourism, Sports, Business and Mice pp.149-164

Cruz, Z c 2005 Convention and Event Management pp. 84-85,

Resources:
F2F*
1. Course Pack on Steps on "Events Marketing"
2. Powerpoint Presentation on Steps on Events Marketing
3. Sample Motivational Video

RTL
1. eskUelA LMS
2. Powerpoint Presentation on The Steps On Events Marketing | **F2F***
1. Lecture and Discussion through Powerpoint Presentation.
2. Individual Class Reporting through Multi-Media Presentation
3. Demonstration
4. Hands-on
5. Critical Thinking/Problem solving
6. Group Dynamics
7. Case study/Research
8. Assignments
9. Events Documentation and Evaluation

RTL
1. Computer Assisted Instruction. TPACK Framework)
3. Independent Study Connectivism)
4. Multimedia Approach Mutimodal Model)
5. Cooperative Learning Approach Collaborative Learning)
6. Integrated Approach
7. Discussion Method Lecture -Demo | **F2F***
1. Event Proposal Making
2. Final Event Proposal Presentation (Activity 13-28)
3. Organize Group /Class Actual Event

RTL
1. Participation in the Class Forum
2. Written quiz via LMS
3. Final Event Proposal Presentation via Google Meet/Zoom. (Activity 13-28) | **15 hours (6 hrs. Lec.9hrs ILLab)** |
| Demonstrate creative and innovative thinking in problem solving by formulating sound decisions. | Create risk assessment, budgetary requirements, communication and evaluation of a proposed event plan. | | | | | | |

Synthesis of Final Output (Events Proposal/Plan Presentation)	**13 hours**
FINAL EXAMINATION	**2 hours**

Grading System:

Midterm Grade = 45% of Part I + 55% of Part II
Tentative Final = 45% of Part I + 55% of Part II
Final Grade = 50% Midterm Grade + 50% Tentative Final

Part I   45%   **Part II   55%**

Recitation/Participation (via google meet, class forum, GC) 15%   LMS Quizzes   15%
Course Output   LMS Long Test   15%
(Project: powerpoint, video presentation)   30%   LMS Major   25%
                                                                           Exam

Summary of Course Requirements:

1. " Self Introduction Video"(Tiktok, other online social media platforms, etc)

2. My MICE Events Photo and Video Collage/Collection/Presentation".

3. "Reaction Paper onon the Conduct of Local or International Events Amidst Pandemic". Or Attendance on Local Webinar onMICE, Tourism and Events".

4. List of Online Event Suppliers and Packages"

5. "Events PlanningPresentation " (Activity 1-12)

6. Final Event ProposalPresentation via Google Meet/Zoom. (Activity 13-28)

Prepared by:

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Room:	CBM Faculty Room	CBM Faculty Room

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Checked & Verified by: Recommending Approval: Approved:

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