

EMT201 Business Events

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

EMT201 Business Events 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

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 (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-CLASS QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	10

Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 2	14
Overall Examinable Components	Written Exam	70
Total		100