



UNIVERSITI TEKNOLOGI MARA

EVM454: INTRODUCTION TO MEETINGS, INCENTIVES, CONVENTIONS, AND EXHIBITIONS

Course Name (English)	INTRODUCTION TO MEETINGS, INCENTIVES, CONVENTIONS, AND EXHIBITIONS APPROVED				
Course Code	EVM454				
MQF Credit	4				
Course Description	The MICE industry in Malaysia have been growing rapidly for the past couple of years and are set to grow further with upcoming mega events to be held in the next few years. Therefore it would be important for students to be well-equipped with the proper knowledge as well as skills to meet the demand for specialized human capital and challenges in these industries. In addition, the course will covers key areas such as sustainability best practices, and role of government in events, impacts of events and returns on investments. The course will also look into the emerging trends and future challenges facing the MICE industry.				
Transferable Skills	Presentation skill communication skill negotiation skill critical thinking				
Teaching Methodologies	Lectures, Blended Learning, Field Trip, Tutorial, Discussion, Presentation, Industrial Talk				
CLO	CLO1 1. Explain the dynamic nature of the Meetings, Incentives, Conventions and Exhibitions (MICE). CLO2 2. Justify the concept and to interconnect the facilities that play a vital role in event operations. CLO3 3. Analyzing the global MICE industry player				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> Fenich G 2015, <i>Meetings, Expositions, Events and Conventions.</i>, 4th edition: Ed., : Pearson Education. new jersey </td> </tr> <tr> <td>Reference Book Resources</td> <td> <ul style="list-style-type: none"> Beech, Kaiser & Kaspar 2014, <i>The Business of Event Management.</i>, 1st edition Ed., Pearson Capell, L. 2013, <i>Event management for dummies.</i>, John Wiley & Sons. Fenich 2016, <i>Meetings, Expositions, Events and Conventions: An Introduction to the Industry.</i>, 4th edition Ed., Pearson PCMA 2015, <i>Professional Meeting Management: A Guide to Meetings, Conventions, and Events.</i>, 6th edition Ed., : Professional Convention Management Association (PCMA) Silvers, J. R. 2012, <i>Professional event coordination</i>, volume 62 Ed., John Wiley & Sons. Shone, A., & Parry, B 2013, <i>Successful Event Management: A Practical Approach.</i>, 4th edition Ed., Cengage Learning EMEA United Kingdom </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> Fenich G 2015, <i>Meetings, Expositions, Events and Conventions.</i>, 4th edition: Ed., : Pearson Education. new jersey 	Reference Book Resources	<ul style="list-style-type: none"> Beech, Kaiser & Kaspar 2014, <i>The Business of Event Management.</i>, 1st edition Ed., Pearson Capell, L. 2013, <i>Event management for dummies.</i>, John Wiley & Sons. Fenich 2016, <i>Meetings, Expositions, Events and Conventions: An Introduction to the Industry.</i>, 4th edition Ed., Pearson PCMA 2015, <i>Professional Meeting Management: A Guide to Meetings, Conventions, and Events.</i>, 6th edition Ed., : Professional Convention Management Association (PCMA) Silvers, J. R. 2012, <i>Professional event coordination</i>, volume 62 Ed., John Wiley & Sons. Shone, A., & Parry, B 2013, <i>Successful Event Management: A Practical Approach.</i>, 4th edition Ed., Cengage Learning EMEA United Kingdom
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Article/Paper List	This Course does not have any article/paper resources				
Other References	This Course does not have any other resources				