



Syllabus of the course
«Event technologies and industry MISE»

Specialty	242 «Tourism and Recreation»
Study Programme	«Tourism»
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester
ECTS credits	5
Workload	Lectures – 24 hours. Practical studies – 24 hours. Laboratory studies – 0 hours. Self-study – 102 hours.
Assessment system	Grading including Exam
Department	Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: http://tourism.hneu.edu.ua/
Teaching staff	Vovk Kateryna, PhD Tourism
Contacts	mikhytaekaterina@gmail.com
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of tourism, offline, according to the schedule, individual, PNS chat.
Learning objectives and skills:	
is to form a system of theoretical knowledge and practical skills in the technology of organising and using events in tourism (MICE industry) and other economic activities related to tourism to solve specific economic problems arising in the tourism industry in the development of an effective strategy for promoting tourism services	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
Module 1. Basics of MICE tourism	
Topic 1: Introduction to the discipline. Purpose and principles of MICE tourism. Modern event technologies	
Topic 2. Systematic approach to MICE. Main stages and object of MICE	
Topic 3. The main categories, elements and principles of organising business events and	
Topic 4. Working staff and the problem of human resources in MICE tourism	
Topic 5. Classification and distribution of work on projects	
Topic 6. Hospitality and service in MICE tourism	
Topic 7: Organisation of business events.	
Module 2: Event technologies. Project development	



Topic 9. Organisational design of events. Basic principles of event planning

Topic 10. Event tourism. Information technology in event tourism

Topic 11. Algorithm of project development

Topic 12. Development of an event tourism project

Topic 13: Event financing and budget allocation. Factors of pricing and fees. Investments of the MICE industry.

Topic 14. MICE services market, event promotion.

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: tasks by topics; current control works; reports; surveys and presentations on topics; colloquia.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.