CMHT 4000 and 5000 Global Discovery

Course Instructor: Young Hoon Kim, Ph.D.
Office Location: TBA
Class Time: TBA
Office Hours: By appointment or via Blackboard
Telephone: (940) 565 – 4786
E-mail: younghoon.kim@unt.edu
Class Location: TBA

*Prerequisite(s): None

Suggested Textbook:

Study Abroad Objectives:
• To learn to communicate ideas across cultures with a diversity of perspectives
• To be provided an opportunity outside of the classroom to communicate and network
• To analyze major global trends and their impact on market conditions and emerging economies
• To develop an appreciation of other cultures and ways of life

Course Objectives: Upon completion of this course, a student should be able to:
• Examine the impact of the economic, social, and political environments on MICE Industry
• Analyze major global trends and their impact
• Evaluate the competitive status of the U.S. MICE sector within the context of the global economy
• Identify current MICE trends
• Integrate qualitative evaluation in the critical analysis
• Visualize a specific time period and/or culture
• Determine relationships between artifacts and the surrounding environments (the cultural setting, the exhibit, the props, etc.)
• Employ segmentation strategies to determine industry demand in the diverse and global marketplace
• Articulate how different global company and cultures can impact
• Gain an understanding of career roles and responsibilities in the MICE industry

In Graduate Level
• Understand competitive positioning and strategic marketing perspectives in the MICE industry;
• Recognize and apply the functional activities of planning, organizing, influencing, and controlling in the MICE industry;
• Analyze trends systematically and their implications in respect to future policies, strategies, and solve complex problems at the micro and macro level;
• Understand the pre and post function review and analysis processes;
• Understand and use existing theories, research findings, and models to execute good strategic choices in the MICE industry;
• Create a sound practical and/or theoretical project.

Required Text:
Required readings will be posted on Blackboard. They will be covered in pre-trip meetings.

Course Description:
Overview of the advanced MICE industry with special emphasis on IT and management strategy with environmental analysis,
specifically in Seoul, South Korea (the Republic of Korea). This course covers a concentrated overview of developments in the MICE business and its application. This course is designed to provide students with contemporary knowledge and understanding of concepts, management, challenges, and trends associated with the MICE industry.

**Course Requirements:**

1) **Discussion Summary Report:** Total value towards final grade is 20%. Students will moderate a discussion topic based upon the specific weeks' content, cases, additional readings, field trips, etc. Individual students will be responsible for the facilitation of postings and discussions on the course bulletin board for their specified week(s). Your individual assessment for discussion participation will be based on attendance and levels of interactive contributions to discussions.

   **Field Trip Report – Will be discussed in Class**

2) **Discussion Participation:** Total value towards final grade is 20%.

3) **Term Report (See Guideline for more details):** Total value towards final grade is 20%.

4) **Term Project: Trend Reading of Convention and Event Tourism: P or NP**

**Class Participation/Discussion & Attendance:**
See “Responsibilities of Students” in the “Class Policies and Instructor’s Expectations” section of the syllabus.

Because this is a class that requires constant discourse and interaction, attendance is absolutely mandatory. A supplemental policy document delineating specific expectations will be distributed. You are responsible for attending each class meeting prior to departure and after departure. Attendance is taken on a regular basis for all activities related to the study tour, and will influence your final grade. University attendance regulations are enforced. See the UNT Bulletin for policy information.

All students are required to participate in all scheduled events, tours, and meetings associated with this class in the U.S. and abroad. Businesses sometimes must change schedules or we must make alternative plans due to weather and other reasons—be prepared to be flexible. In a professional environment, attendance and punctuality are expected and are particularly important in a learning and living community, such as a study abroad program. It is critical that you are prompt and prepared for departures so that we can arrive as scheduled for our appointments. Please understand that we cannot wait for late students. Students are expected to arrive prior to the departure time in the designated area, dressed appropriately.

Missing an activity and/or being late will seriously impact your grades in this program. It is the responsibility of each student to safeguard his or her own health and well-being in order to be engaged during all academic activities. Being engaged means that you are actively listening, asking relevant questions, and giving the speaker your complete attention. Students are expected to actively participate in all course activities, appointments, social and cultural activities, and other events planned for the group.

During industry tours, it is sometimes difficult to hear. Therefore, it is important that you “keep pace” with your group and move closer to the speaker so those behind you can hear. Taking notes is essential as it provides needed information for your course assignments. Participation comprises a high percentage of your study abroad grade. This learning environment may be the most exciting and intellectually stimulating you have yet experienced. It is important to present yourself (dress and behavior) appropriately at all times. You are representing not only yourself, but also your university, and your country. Five percent (5%) of your overall grade will be reduced EACH TIME there is an attendance/behavior related issue. Some of the activities that can lead to a decrease of grade include:

- Running late for any appointment, including group meals and coach transfers
- Not paying attention while on a tour
- Falling asleep
- Being on your mobile device
- Being loud and using bad language
- Other – this list is not exhaustive

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Assignment and Project Due Dates
Assignments are due on the specified date. Due dates are very well established and communicated in advance. It is your responsibility to make sure everything is turned in prior to class or prior to the cut-off date on Blackboard. Items turned in after the established deadline are considered late and will be downgraded 10% for each calendar day late.

- **BLACKBOARD SUBMISSIONS:** You may ONLY submit Word files (docx, doc), PDF files, Power Point files (ppt), and jpeg files via Blackboard. All other types of files will not be accepted because we cannot open them. If we cannot open your assignment because you sent something other than what is listed above, you will take a zero on the assignment.
- **I will not allow for resubmissions, emailed assignments, nor hardcopies.**
- Be sure to check your file type before final submission onto Blackboard! Remember, there may be a time discrepancy between your home computer and the Blackboard system. Therefore, it is imperative to submit all assignments well before the cut-off time.
- **I do not accept assignments via email, unless otherwise specified. Do not assume that if you emailed me your work, that I am accepting it.**
- **All assignments and projects must follow APA formatting** (refer to the APA tutorial and guidelines on Blackboard, or purchase the APA Publications Manual). I will not grade assignments/project that do not have reference pages AND in-text citations.
- All assignments must be typed, double-spaced and with a 12-point font. Points will be deducted from assignments that do not follow these instructions.

Grade Policy: If you are caught cheating or plagiarizing in this class you will receive a failing grade “f” for the course and appropriate administrative action will be taken.

**Grade Breakdown:** Your individual course grade will be based on a 100 Point Total:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion and Summary Reports (Report I and II)</td>
<td>40%</td>
<td>200</td>
</tr>
<tr>
<td>Discussion Participation (Sincerity) and Attendance</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Term Report/E-Portfolio</td>
<td>40%</td>
<td>200</td>
</tr>
<tr>
<td><strong>Term Project (Graduate Student)</strong></td>
<td><strong>100%</strong></td>
<td><strong>500 Points</strong></td>
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**Grading Scale:**

- A 451 – 500  
- B 401 – 450  
- C 351 – 400  
- D 301 – 350  
- F 300 and less

**Term Individual Project: (Graduate Student)**

Each graduate student is required to work individually for their project. At the end of the semester, a complete project must be submitted for a comprehensive grade. Guideline for conducting each project component will be discussed in class and the instructor will provide handouts when appropriate. This project is designed to measure students’ ability to identify problems, research, analyze, and present the current issues in the convention and event industry.

**Pre-Trip and Field Trip Reports**

Pre-trip (PT) meetings (20 points for each meeting – Part of Discussion and Participation)

Each student will be required to attend meetings prior to departure. Additionally, information meetings will be held throughout Spring Semester 2019. These meetings are intended to prepare students for the cultural experiences they will have in Seoul, provide pertinent information on traveling abroad, basic survival Korean, deliver course content, discuss course/project expectations, discuss course readings, and any other information deemed necessary by the instructor. Each student is expected to submit the “summarized” report after each field trip.
Course Contents

PART I: Introduction
  o Chapter 1: Introduction to the Meetings, Expositions, Events, and Conventions Industry
  o Chapter 2: Meeting, Exhibition, Event, and Convention Organizers and Sponsors

PART II: Key Players
  o Chapter 3: Destination Marketing Organizations
  o Chapter 4: Meeting, Expositions, Event, and Convention Venues: An Examination of Facilities Used by Meeting and Event Professionals
  o Chapter 5: Exhibitions and Trade Shows
  o Chapter 6: Service Contractors
  o Chapter 7: Destination Management Companies
  o Chapter 8: Special Events Management

PART III: Important Elements in Meeting, Exposition, Event, and Convention Planning
  o Chapter 9: Food and Beverage
  o Chapter 10: Legal Issues in the Meetings, Expositions, Events, and Conventions Industry
  o Chapter 11: Technology and the Meetings, Expositions, Events, and Conventions Professional
  o Chapter 12: Sustainable Meetings and Events
  o Chapter 13: Planning Meetings, Expositions, Events, and Conventions Gatherings
  o Chapter 14: Producing Meetings, Expositions, Events, and Conventions
  o Chapter 15: International Aspects in Meetings, Expositions, Events, and Conventions
  o Chapter 16: Putting It All Together

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.
**CMHT 4000/5000 Global Discovery**  
*Tentative Class Schedule (Subject to Change at Professors Discretion)*

<table>
<thead>
<tr>
<th>DATES</th>
<th>TOPICS / ACTIVITIES</th>
<th>ASSIGNMENTS / EXAMS</th>
<th>DUE DATE</th>
</tr>
</thead>
</table>
| Week 1 Learning outcomes | Introduction/Strategy/Key Players Upon completion of Week I, students will be able to:  
• Understand the MICE industry;  
• Explain the MICE industry and its environment;  
• Explain the economic impacts generated by the MICE Industry;  
• Experience the different segments of MICE industry;  
• Understand the various technologies utilized in the MICE industry.  
• Analyze and manage the risks of MICE;  
• Examine challenges related to developing and implementing a successful event;  
• Apply strategies, tools, and approaches for addressing the unique challenges of event management and marketing. | Field Trip and Campus Tour |          |

**Assessment**  
In-Class Discussion  
Report I

**Chapters**  
Module I  
Chapter 1 and 2  
Report I

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topics</th>
<th>Assignments / Exams</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Saturday</td>
<td>May 09: Departure from UNT/DFW</td>
<td>Report I</td>
<td></td>
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<tr>
<td>Sunday</td>
<td>May 10: Arrival Campus and half day activities</td>
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<tr>
<td>Monday</td>
<td>May 11: KHU Campus Tour / Class/ Opening Ceremony Two hours campus Tour Lecture Chapter 1-5</td>
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<tr>
<td>Tuesday</td>
<td>May 12: City and Transportation Myungdung (Nanta/Templets) and Jongro</td>
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<tr>
<td>Wednesday</td>
<td>May 13: Convention Center KINTEX and COEX Special Lecture: Executive Director and GM</td>
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<tr>
<td>Thursday</td>
<td>May 14: Hanyang University and Sejong University / K-Pop Concert</td>
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<tr>
<td>Friday</td>
<td>May 15: Seorak Mountain – Overnight Field Trip</td>
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<tr>
<td>Saturday</td>
<td>May 16: Temple Visit and DMZ Visit (Gosung Tongil Observatory)</td>
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<tr>
<td>Sunday</td>
<td>May 17: Free Day</td>
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**Contact Hours**  
Lecture 15 Hours / Activities 10 hours

**Transportation**  
Subway and Rental Bus

**Lodging**  
KHU Student Guest House

**Meal**  
Student Meal Plan / Local Restaurant

**Discussion I**  
MICE Industry and Why?  
How to utilize the exiting environment and resources?

**Field Trip**  
City Tour: Understanding of Destination  
COEX: [https://www.coexcenter.com/](https://www.coexcenter.com/)  
Nanta: [https://www.getyourguide.com/u88531/?cmp=ga&campaign_id=954397889&adgroup_id=53590322123&target_id=kwd-296736891499&loc_physical_ms=9027289&match_type=e&ad_id=262765383319&keyword=nanta&ad_position=1t1&feed_item_id=&placement=&partner_id=CD951&gclid=Cj0KCQjw5I_mBRDVARIsAGqGLZCjH8IOZd]

**Suggested Weekend Trip**

**Korea Culture**
- Insadong [http://english.visitkorea.or.kr/enu/SH_EN_7_2_2_1.jsp](http://english.visitkorea.or.kr/enu/SH_EN_7_2_2_1.jsp)
- Gyeongju Bulguksa [http://www.bulguksa.or.kr/](http://www.bulguksa.or.kr/)

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**Week 2**

**Learning outcomes**

Upon completion of Week I, students will be able to:

- Understand the comprehensive process and operation for MICE in relation to facilities, services and logistics;
  - Understand the basics of site selection, hotel and food service negotiations, and meeting Coordination;
  - Develop MICE work process chart;
  - Create and develop schedule, including the sequence of work and use of date constraints and deadlines;
  - Build a special event plan with team members;
  - Acquire skills to plan, develop, organize, and coordinate meetings, events, conferences, and conventions;
  - Estimate an event, set up a budget, define tasks, and break the work into manageable schedule;
  - Track progress and communicate with team members via emails, reports, information sharing, and meetings and exhibit effective communication skills through team-based activities and industry interactions.

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**Module III**

**Chapter 9 – 16**

**Report II**

**Monday** May 18 Lotte World and Gangnam Area / Sports Event

**Tuesday** May 19: Korean Folk Vilalge  Term Project Due

**Wednesday** May 20: In-Class Presentation and Review Lotte, Shilla, and Aloft Hotels

**Thursday** May 21: Ending Ceremony and Itaewon Tour

**Friday** May 22: Retailing and Merchandising: Dondaemun and Damdaemun

**Saturday** May 23: Free Day & farewell dinner0

**Sunday** May 24: Airport and Departure

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**Contact Hours**

Lecture 15 Hours / Activities 10 hours

**Assessment**

In-Class Discussion

Report and Final Presentation

**Transportation**

Rental Bus

**Lodging**

KHU Student Guest House

**Meal**

Student Meal Plan / Local Restaurant

**Discussion III**

Events for event?

**Field Trip**


Itaewon: [https://english.visitkorea.or.kr/enu/SH_EN_7_2_6_1.jsp](https://english.visitkorea.or.kr/enu/SH_EN_7_2_6_1.jsp)

KFV: [http://www.koreanfolk.co.kr/multi/english/](http://www.koreanfolk.co.kr/multi/english/)
Suggested Weekend Trip: Shopping

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**Departure from DFW**
May 09  American Airline / Korean Airline
10 (AA) and 12am (KE)

**Arrival at ICN (Incheon International Airport):**
May 10
3:15pm and 4:30pm

**Arrival at KHU Dorm (By KST Rental Bus)**
7pm

**Departure from ICN**
May 24
10 and 12am

**Arrival at DFW**
May 25