CMHT 4000 Global Discovery

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

*Prerequisite(s): None

Suggested Texts:

- Assigned PowerPoints™ & Readings (Journal Articles, Industry Reports, etc).

Supplemental Reading Materials (*Not Required – Recommended Readings & Resources)*:


Referencing Style Guide

**Vision of the Hospitality & Tourism Management Program**

To be a global leader in advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

**Mission of the Hospitality & Tourism Management Program**

Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

**Program Learning Outcomes**

Students will be able to:

1. Demonstrate basic knowledge of theoretical constructs pertaining to the hospitality and industries.
2. Apply the basic principles of critical thinking and problem solving when examining hospitality and tourism management issues.
3. Apply technical aspects of the hospitality and tourism industry.
4. Demonstrate professional demeanor, attitude, and leadership needed for managerial positions in the hospitality industry.
Course Description

The Meetings, Incentives, Convention, and Events (MICE) is one of the fastest and most growing segments in the hospitality, tourism, and business industries. The aim of this course is to serve as a comprehensive and practical overview of the Meetings, Incentives, Convention, and Events (Exhibitions) Industry. Thus, this course is designed to provide students with contemporary knowledge and understanding of concepts, management, challenges, and trends associated with the MICE industry. In addition, this course provides a comprehensive approach to managing and planning large meetings, event, conference, and convention management. Focusing on MICE management and its industry, topics include analyzing, planning and setting objectives, designing events, budgeting, communication and marketing strategies, operation and on-site implementation, and evaluation. The course addresses the major trends and successful practices in the MICE industry.

Expected/Learning Outcomes

Upon completion of the course, 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;
- 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.
- 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;

In Graduate Level: If applicable,

- 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.

Course Format

This course uses a combination of lectures, tests, case studies, research papers, field trips, and class discussion (in-class and on-line). In addition, readings, assignments, and take-home problems will be required to enhance the student’s application and retention of the material.
Course Requirements:

1) Examination:
There will be one examination administered for this course. Exam consists of essay questions of varying complexity. Exam may cover any of the material assigned or covered in assigned readings, lectures, cases, videos, field trips, and guest speakers. A test will be worth 20% of your final grade (total test value towards the final grade is 100 points/Total: 500 points).

2) Case (One):
Students are responsible for one (1) case study of varying complexity from current case research selected by the instructor. Analysis of case includes a through written analysis (see Guidelines for Case Analysis). Total case value towards the final grade is 20%.

Case #1 – TBD
Some general case guidelines include (please see handout for specifics):
- Update information on the case to be as current as possible.
- Complete discussion points and exercises at the end of each case (if available).
- Cases turned in after the due date and time will be considered late and points will be deducted from the assignment.
- References must be cited using APA guidelines for all references used.
- **Length: 5 pages**, single sided, Times New Roman, double-space, 1 inch margins, size 12 font, etc.
- A Grading Rubric need to be utilized in grading all written assignments.
- All written assignments need to be submitted online via Turnitin.com through HMGT 2430 course homepage (will be discussed in class).

For Faculty-Led Program: Field Trip Report – Will be discussed in Class

3) 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.

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

5) Term Project (See Guideline for more details): Total value towards final grade is 20%.

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

**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>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam (Mid-term Exam: Knowledge)</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>One Case Study (Analysis)/Field Trip Reports</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Discussion and Summary Reports</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Discussion Participation (Sincerity)</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Term Project (Application) - Graduate)/Term Report - UG</td>
<td>20%</td>
<td>100</td>
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</tbody>
</table>

**Total Points**

100% 500 Points

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>451 – 500</td>
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<tr>
<td>B</td>
<td>401 – 450</td>
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<tr>
<td>C</td>
<td>351 – 400</td>
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<tr>
<td>D</td>
<td>301 – 350</td>
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<tr>
<td>F</td>
<td>300 and less</td>
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</table>

**Term Group Project:**

The group project consists of several different components which are due in class on the designated date. Each student is required to work with other students for the group project. At the end of the semester, a complete project must be submitted for a comprehensive
grade. Each component submission that misses the deadline time will cause a 10% (10 points/day) deduction from the allocated weight. Guideline for conducting each project component will be discussed in class and the instructor will provide handouts when appropriate. For the final presentation of project, all group members are required to participate. Each group will be given up to 20 (± 5) minutes for the presentation. However, a running time can be adjusted by reasonable request in advance. This means that good coordination among team members is important for a smooth and consistent participation of each member during the presentation. The presentation must be formal with proper dress. In the modern business environment, teamwork is one of the most important factors to organizational success. Through this group project, you are expected to learn how to collaborate with coworkers to achieve common objectives: individual projects are not allowed for this reason.

- Failing to analyze and submit the group case study and project in a group will result in zero point.
- For your group project, you must report who (group member) is in charge of a section at the beginning of this semester. For example, Section I: Mr. North Texas, Section II: Ms. Texas Woman, and so on.
- If you do not show up on the day of your in-class group presentation, you will receive zero point for your project presentation.

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 Professorial
  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 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>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction/Strategy</td>
<td>Field Trip and Campus Tour</td>
<td></td>
</tr>
<tr>
<td>Learning outcomes</td>
<td>Upon completion of Week I, students will be able to:</td>
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<tr>
<td></td>
<td>• Understand the MICE industry;</td>
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<tr>
<td></td>
<td>• Explain the MICE industry and its environment;</td>
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<td></td>
<td>• Explain the economic impacts generated by the MICE Industry;</td>
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<td></td>
<td>• Experience the different segments of MICE industry;</td>
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<td></td>
<td>• Understand the various technologies utilized in the MICE industry.</td>
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<tr>
<td>Assessment</td>
<td>In-Class Discussion</td>
<td></td>
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<tr>
<td></td>
<td>Report I and II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Module I</td>
<td>Chapter 1 and 2</td>
<td>Report I and II</td>
<td></td>
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<tr>
<td></td>
<td>Tuesday</td>
<td>May 14: In-Class at KHU/Guest Speaking</td>
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<tr>
<td></td>
<td>Wednesday</td>
<td>May 15: Lecture and Hotel and City Tour/Myungdong – Gangbuk</td>
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<tr>
<td></td>
<td>Thursday</td>
<td>May 16: Convention Center (KOEX and KINTEX) Tour – Gangnam</td>
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<tr>
<td>Contact Hours</td>
<td>15 Hours</td>
<td></td>
<td></td>
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<tr>
<td>Transportation</td>
<td>Subway and Rental Bus</td>
<td></td>
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<tr>
<td>Lodging</td>
<td>KHU Student Guest House</td>
<td></td>
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<tr>
<td>Meal</td>
<td>Student Meal Plan</td>
<td></td>
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<tr>
<td>Discussion I</td>
<td>MICE Industry and Why?</td>
<td></td>
<td></td>
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<tr>
<td>Field Trip</td>
<td>City Tour: Understanding of Destination</td>
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<tr>
<td></td>
<td>COEX: <a href="https://www.coexcenter.com/">https://www.coexcenter.com/</a></td>
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<tr>
<td>Weekend Trip</td>
<td>Suggestions: Korea Culture</td>
<td></td>
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<tr>
<td></td>
<td>Insadong <a href="http://english.visitkorea.or.kr/enu/SH/SH_EN_7_2_2_1.jsp">http://english.visitkorea.or.kr/enu/SH/SH_EN_7_2_2_1.jsp</a></td>
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## Week 2

### Key Players

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

- 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;

### Module II

<table>
<thead>
<tr>
<th>DATES</th>
<th>TOPICS / ACTIVITIES</th>
<th>ASSIGNMENTS / EXAMS</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module II</td>
<td>Chapter 3 – 8</td>
<td>Report III and IV</td>
<td></td>
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<tr>
<td>Tuesday</td>
<td>May 21: In-Class Test and Lecture/Guest Speaking</td>
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<tr>
<td>Wednesday</td>
<td>May 22: Environment Analysis – DMZ</td>
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<tr>
<td>Thursday</td>
<td>May 16: Korean Folk Village</td>
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<tr>
<td>Contact Hours</td>
<td>15 Hours</td>
<td></td>
<td></td>
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<tr>
<td>Transportation</td>
<td>Rental Bus</td>
<td></td>
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<tr>
<td>Lodging</td>
<td>KHU Student Guest House</td>
<td></td>
<td></td>
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</tbody>
</table>
Meal
Student Meal Plan

Discussion II
How to utilize the exiting environment and resources?

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

Weekend Trip
Suggestions: Tourism
Gyeongju Bulguksa [http://www.bulguksa.or.kr/](http://www.bulguksa.or.kr/)

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**Week 3**

**Important Elements in Meeting, Exposition, Event, and Convention Planning**

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.

**Module III**

**Chapter 9 – 16**

**Report V**

**Tuesday**
May 27: Samsung Everland

**Wednesday**
May 28: In-Class Presentation and Review  Term Project Due

**Thursday**
May 29: K-Pop Concert

**Friday**
May 30: Final Grade Posting

**Contact Hours**
15 Hours

**Transportation**
Rental Bus

**Lodging**
KHU Student Guest House

**Meal**
Student Meal Plan

**Discussion III**
Events for event?

**Field Trip**
K-Pop Concert  TBA

**Weekend Trip**
Suggestions: Shopping
Field Trip Schedule:

Week I
Wednesday May 15: Lecture and Hotel and City Tour/Myungdong
Thursday May 16: Convention Center (KOEX and KINTEX) Tour

Week II
Wednesday May 22: Environment Analysis – DMZ
Thursday May 16: Korean Folk Village

Week III
Tuesday May 27: Samsung Everland
Thursday May 29: K-Pop Concert

*5 hours class time at each event: on-site lecture and tour