



TQF 3 Course Specifications Section 1 General Information

1. Course Code and Title

ICTB 351 Event Planning & Operation
ICHI 341 Event Management Fundamentals
ICIH421 Event Management

2. Number of Credits 4(4-0-8)

3. Curriculum and Course Type

3.1 Program of Study Undergraduate Degree (International Program)
3.2 Course Type Major Elective

4. Course Coordinator and Instructor

4.1 Course Coordinator Toby Wai-tak To
4.2 Course Instructor Toby Wai-tak To
Tourism and Hospitality Management Division
Email: waitak.tto@mahidol.ac.th

5. Trimester/Class Level

5.1 Trimester 1 and 2
5.2 Number of Students Allowed Approximately 30 students

6. Pre-requisite

ICTB 201 Introduction to Travel and Service
Businesses
ICHI 202 Introduction to Hospitality and Tourism
Industry

7. Co-requisites

None

8. Study Site Location

Mahidol University International College

9. Date of Latest Revision

January 2020



Section 2 Aims and Objectives

1. Course Goals

The purpose of this course is to introduce students to the basic concepts of event and event management. Students should understand various event types and trends; relationship between events and society; event planning, operation and evaluation processes upon completing the course.

2. Objectives of Course Development/Revision

2.1 Course Objectives

Students will understand event characteristics, typology, industry trends and the relationship between events and travel and services businesses. On the operation level, students will understand the process of event conceptualization, planning and operations and evaluation; they will also work in teams to apply the learned concepts and tools in creating an event proposal.

2.2 Course-level Learning Outcomes CLOs

The followings are the learning outcomes of this course:

CLO1: Understand the development and trends of the event industry

CLO2: Explain the relationship between event and tourism

CLO3: Understand event sustainability standards

CLO4: Apply knowledge in event concept development, planning, operation and evaluation to develop an event proposal

CLO5: Demonstrate an ability to effectively communicate and interact with team members

Section 3 Course Description and Implementation

1. Course Description

Introduction to event management, contemporary trends of event management, event tourism and event marketing, event sustainability, event concept development, event planning and logistics, event stakeholders and partnership, integrated marketing communication in event management, event staging and onsite management, event evaluation.

2. Number of Hours per Trimester

Theory (hours)	Practice (hours)	Self-study (hours)
48	-	96

3. Number of Hours per Week for Individual Advice

4 hours per week

- Tuesday & Thursday 14:00 – 16:00 hrs.



Section 4 Development of Expected Learning Outcomes

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

The course learning outcomes are shown in section 2.2

2. How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

Course Code	Teaching and Learning Experience Management	Learning Outcomes Measurements
CLO1	Lecture Discussion Case study	Written Examination Assignment Class Participation
CLO2	Lecture Lecture Discussion Case study	Written Examination Assignment Class Participation
CLO3	Lecture Discussion Case study	Written Examination Class Participation
CLO4	Lecture Discussion Project-based learning	Group Project
CLO5	Project-based learning	Group Project

3. TEN CODES OF ETHIC - UNWTO

The principles of the Global Code of Ethics (GCE)

Under THM curriculum, we define the code of ethics into three levels:

- 1) Fundamental rules and regulations- following MUIC students' code of conduct, academic integrity and honesty;
- 2) Professionalism;
 - a. Generic professionalism (teamwork, courtesy, service attitude, cultural awareness, team responsibility)
 - b. Specific industry professionalism (Hotel & Restaurant, MICE & Event, Tourism)
- 3) Social responsibility (community and cultural awareness, sense of protection, indigenous sensitivity, sustainable decisions/solutions).

This subject fulfills code of ethics level 1, 2 and 3 by:

- 1) Ensuring students follow the MUIC students' code of conduct on grooming, punctuality and academic integrity and honesty when they attend the course;
- 2) Incorporating in the coursework the elements of teamwork;
- 3) Introducing students to event sustainability standards.



Section 5 Lesson Plan and Evaluation

1. Lesson plan

Week	Topic	Number of Hours		Online	Camp	Teaching Activities/ Media	Instructor
		Classroom sessions	Practice sessions				
1	Introduction to Event Management	4	-	X		Lecture Discussion Video	WWT
2	Event Tourism and Destination Marketing	4	-	X		Lecture Discussion Case study	WWT
3	Event Sustainability	4	-	X		Lecture Discussion Video	WWT
4	Meetings, Incentive Travel, Conventions and Exhibitions	4	-	X		Lecture Discussion Case Study	WWT
5	Event Concept Development	4	-	X		Lecture Discussion Class exercise	WWT
6	Event Planning and Logistics	4	-	X		Lecture Discussion Case Study	WWT
7	Event Stakeholders and Partnerships Mid-Term Exam	4	-	X		Lecture Discussion Class exercise	WWT
8	Integrated Marketing Communications	4	-	X		Lecture Discussion Case study	WWT
9	Staging Events	4	-	X		Lecture Discussion Case study	WWT
10	Group Event Proposal Presentation	4	-	X		Lecture Discussion Class exercise	WWT
11	Future of Event Management	4	-	X		Lecture Discussion Presentation	WWT
12	Exam Review Final Exam	4	-	X		Lecture Video	WWT
	Total	48	-				



2. Evaluation of the CLOs

2.1 Measurement and Evaluation of Learning Achievement

a. Formative Assessment

Student learning is monitored throughout the course by providing ongoing feedback to improve their learning. Students will be provided the score feedback of their assignments, midterm examination, and group project in order to help students identify their strengths and weaknesses and target areas that need work.

b. Summative Assessment

1) Tools and weight for measurement and evaluation

Learning Outcomes	Measurement Methods	Weight (Percentage)	
CLO1: Understand the development and trends of the event industry	Writing Exam	5	10
	Assignment	5	
CLO2: Explain the relationship between event and tourism	Written Exam	5	10
	Assignment	5	
CLO3: Understand event sustainability standards	Written Exam	5	10
	Assignment	5	
CLO4: Apply knowledge in event concept development, planning, operation and evaluation to develop an event proposal	Written Exam	25	55
	Group Project	25	
	Assignment	5	
CLO5: Demonstrate an ability to effectively communicate and interact with team members	Group Project	5	15
	Class Participation	10	
Total			100



Standard Rubric

Class Participation and discussion

10%

Your active participation and interaction with the lecturer and classmates are very important. Please ensure that you are well prepared for each class and that you enthusiastically contribute to the class discussion.

ASSESSMENT CRITERIA FOR CLASS PARTICIPATION					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Participation in class discussion	Often participated in class activities, answered questions and posed thoughtful questions without teacher prompting.	Sometimes participated in class activities and answered questions when called upon by teacher.	Occasionally participated in class activity; responded to teacher questions.	Rarely participated in class activity; rarely responded to teacher questions.	Never participated in class activity; did not respond to teacher questions.

Assignments

20%

You will be given assignments on various topics of event management. You will need to demonstrate your understanding in the concepts.

Assessment Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Content	Demonstrate excellent understanding of the topic;	One part of the assignment may be incomplete or incorrect.	Two parts of the assignment may be incomplete or incorrect. A few important details may be missing.	Understanding of the topic is incomplete or incorrect. Some important details may be missing.	The response is entirely incomplete or incorrect

Group Project

30%

Students in this term will form groups (4 maximum) to propose an event project to be held in MUIC. The project submitted will join a contest hosted by THM Club. Further details will be provided in class.



Written examinations

40%

ASSESSMENT CRITERIA FOR WRITTEN EXAMINATION					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Knowledge and comprehension	Demonstrated comprehensive knowledge and understanding of the subject.	Demonstrated good knowledge and understanding of the subject.	Demonstrated satisfactory knowledge and understanding of the subject.	Demonstrated a very limited knowledge and understanding of the subject.	Demonstrated very poor knowledge and understanding of the subject.
Application	Demonstrated substantial application of concepts to adopt the information technology in the international hospitality industry.	Demonstrated clear application of concepts to adopt the information technology in the international hospitality industry.	Demonstrated satisfactory application of concepts to adopt the information technology in the international hospitality industry.	Demonstrated very limited ability to apply concepts to adopt the information technology in the international hospitality industry.	Unable to apply concepts to adopt the information technology in the international hospitality industry.
Analysis	Demonstrated clearly the ability to analyze and draw appropriate and inventive conclusions.	Demonstrated good effort in analyzing and drawing conclusions.	Satisfactory evidence of analyzing and drawing conclusions.	Minimal evidence of analyzing and drawing conclusions.	Inability to analyze and draw conclusions.

2) Measurement and Evaluation

Grade A – F	Achievement	Final Score (% Range)	GPA
A	Excellent	90-100	4.0
B+	Very good	85-89	3.5
B	Good	80-84	3.0
C+	Fairly good	75-79	2.5
C	Fair	70-74	2.0
D+	Poor	65-69	1.5
D	Very poor	60-64	1.0
F	Fail	Less than 60	0.0

3. Student Appeals

Following MUIC Appeal Procedures



Section 6 Teaching Resources

1. Required Texts

Thailand Convention and Exhibition Bureau (2018). *Event 101*. Thailand Convention and Exhibition Bureau

2. Suggested Materials

Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2006). *Events Management, Third Edition* (2nd ed.). Butterworth-Heinemann.

Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2012). *Events Management: An Introduction* (1st ed.). Routledge.

Goldblatt, J. (2014) *Special Events: Creating and Sustaining a New World for Celebration*. Wiley.

Shone, A., & Parry, B. (2013). *Successful event management: a practical handbook*. Andover: Cengage Learning.



Section 7 Evaluation and Improvement of Course Implementation

1. Strategy for Course Effectiveness Evaluation by Students

- 1) Lecturer's ability to explain concepts and content of the course
- 2) Lecturer's ability to gain class participation from students
- 3) Student evaluation
- 4) Students' successful completion of the course

2. Strategy for Teaching Evaluation

- 1) Student feedback
- 2) Students' class participation

3. Teaching Improvement

- 1) Keep getting feedback from students
- 2) Self-observation in class

4. Verification of Standard of Learning Outcome for the Course

- 1) Participation in class and group discussion
- 2) Assignments
- 3) Presentations
- 4) Examinations

5. Revision Process and Improvement Plan for Course Effectiveness

Sharing and discuss among colleagues (other lecturers) within and outside the same college to seek for new ideas or teaching/learning techniques



Appendix

Relations between the course and the program

Table 1 Relations between the course and the PLOs

Digital Transformation for Travel and Service Business	PLOs					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
ICTB 351	R	R		R	R	

Table 2 Relations between CLOs and PLOs

ICTB 303	PLOs					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1: Apply digital technology knowledge to operate and to enhance the performance of travel and service businesses	1.1					
CLO2: Apply managerial and entrepreneurial knowledge systematically to provide appropriate solutions to problems within the travel and service businesses		2.1				
CLO3: Demonstrate an ability in managing travel and service businesses to follow organizational and social rules and regulations						
CLO4: Demonstrate an ability to effectively and professionally work with team members				4.1		
CLO5: Demonstrate an ability to effectively communicate and interact with team members					5.1	



Table 3 PLOs that the course is responsible for:

PLOs	SubPLOs
PLO1 Apply operational knowledge and practices in the selected travel and service business industries	1.1 Demonstrate an ability to operate, to enhance job skills and performance, to understand operational problems within the travel and related service businesses
PLO2 Illustrate managerial and entrepreneurial knowledge and practices in the selected travel and service business industries	2.1 Apply managerial and entrepreneurial knowledge systematically, in order to provide appropriate solutions to problems within the travel and related service businesses
PLO4 Demonstrate good teamwork and express appropriate roles in the team working environment	4.1 Demonstrate professional responsibility, know the appropriate role of when to act as a good team player and team leader, and act appropriately
PLO5 Apply a high level of communication standard for any project related to the travel and service businesses	5.1 Demonstrate an ability to use listening, speaking, reading, and writing skills in native and foreign languages and be able to construct ideas and deliver message clearly