Program: International Hospitality Management
Course title: Event and Experience Design
Course code: ICHI 345

Academic degree level ✔ Bachelor ☐ Graduate Diploma ☐ Master
☐ Higher Graduate Diploma ☐ Doctor

Mahidol University International College
Tourism and Hospitality Management Division

TQF 3 Course Specification

Section 1 General Information

1. **Course Code and Title**

   Thai   ICHI 345 การออกแบบงานอีเวนต์และประสบการณ์

   English   ICHI 345 Event and Experience Design

2. **Number of Credits**   4(3-2-7)

   (Theory 3 hrs. Practice 2 hrs. Self-Study 7 hrs./week)

3. **Curriculum and Course Type**

   3.1 Curriculum   Bachelor Degree Program (International)

   3.2 Course Type   Specific Course ☐ Compulsory Course ☑ Electives

4. **Course Coordinator and Lecturer**

   4.1   Course Responsible Lecturers   Dr. Sarinya Sungkatavat

   Tourism and Hospitality Management Division

   sarinya.sun@mahidol.edu

   4.2   Lecturers   Dr. Sarinya Sungkatavat

5. **Trimester/Class Level**

   5.1 Trimester   1 / year

   5.2 Number of Students Allowed   Approximately 30 Students

6. **Pre-requisite**   ICHI 202 Introduction to Hospitality and Tourism Industry

7. **Co-requisites**   None

8. **Study Site Location**   Mahidol University International College

9. **Date of Preparation/Latest Revision of the Course Specifications**

   27 August 2021

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Section 2 Aims and Objectives

1. **Course Goals**

To explore and understand the relationships between different types of events and their design and key experiences; and to develop the ability to analyze the needs of customers, trends, and other related factors and propose design solutions for events

2. Objectives of Course Development/Revision

2.1 Course Objectives

This course aims to provide knowledge and abilities as follows:

1) Understand basic concepts of the event and experience design

2) Utilize various techniques and approaches in order to come up with appropriate design solutions for event and experience

3) Propose creative innovations for event and experience design from using current knowledge, skills, and experiences in the travel and service industry

4) Effectively communicate and interact with team members when making discussion or making design decisions for event and experience

2.2 Course-level Learning Outcomes: CLOs

On completion of the course, the students will be able to

CLO 1: Understand fundamental of event and experience design and have basic knowledge of event, experience formation in event, and its design

CLO 2: Identify phases in event and experience design process

CLO 3: Recognize and elaborate possible key factors, theme or concept, and environmental trends influencing event and experience design

CLO 4: Use and utilize event design canvas

CLO 5: Propose creative innovations for event and experience design

CLO 6: Communicate effectively within team when discussing ideas, providing workflow, and presenting event project

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Section 3 Course Description and Implementation

1. Course Description

ความเข้าใจภาพรวมของการออกแบบอีเวนต์ การพัฒนาและการสร้างประสบการณ์ หลักสำคัญของการออกแบบ ประสบการณ์ ความสัมพันธ์ระหว่างการปฏิสัมพันธ์และประสบการณ์ที่ได้รับจากงานอีเวนต์ ความสัมพันธ์ระหว่าง การสื่อสารและการออกแบบงานอีเวนต์ แนวความคิดและการวางแผน ขั้นตอนการดำเนินการออกแบบอีเวนต์ การออกแบบความบันเทิง การออกแบบอีเวนต์ที่ยั่งยืน การใช้เทคโนโลยีในงานอีเวนต์เพื่อเสริมสร้างประสบการณ์ การประเมินผลการออกแบบอีเวนต์ การออกแบบอีเวนต์โดยคำนึงถึงมรดกของงาน การระบุและการค้นหาแนวโน้ม ของการออกแบบอีเวนต์ในปัจจุบันและอนาคต

Understanding an overview of event design; the formation and construction of experience; key design of experience; the relationships between event interaction and experience; the relationships between communication and event design; conceptualization and planning; process of event design operations; entertainment design; designing sustainable event; involving technology in event to enhance experience; evaluating event design; event design in consideration of event legacy; Identifying and finding current and examine future trends in event design

2. Number of hours per semester

Theory (hours)	Practice (hours)	Self-study (hours)
36	24	84

3. Number of Hours per Week for Individual Advice

Instructors provide 2 office hours per week for counseling session for individuals or group of students. And at students' request within the working week (Monday-Friday).

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Section 4 Development of the expected learning outcomes

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

   On completion of the course, students will be able to:

   CLO 1: Understand fundamental of event and experience design and have basic knowledge of event, experience formation in event, and its design

   CLO 2: Identify phases in event and experience design process

   CLO 3: Recognize and elaborate possible key factors, theme or concept, and environmental trends influencing event and experience design

   CLO 4: Use and utilize event design canvas

   CLO 5: Propose creative innovations for event and experience design

   CLO 6: Communicate effectively within team when discussing ideas, providing workflow, and presenting event project

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

CLOs	Teaching and learning experience management				Learning outcomes measurements			
	Lecture	Discussion	Demonstration	Design practices	Written Exam	Group Project	Individual assignment	Class Participation
CLO1	X	X			X			X
CLO2	X	X			X			X
CLO3	X		X	X	X	X		X
CLO4		X	X	X		X		X
CLO5		X	X	X		X	X	
CLO6		X		X		X		

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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 serves 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 lecture on the generic professionalism. Students will be informed about the expected and acceptable professional behaviours when working in teams.

3) Incorporating into teaching content and the assignment/written exam/team project evaluations whether students apply ethical and sustainability concepts and ideas into their strategic recommendation/solutions.

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Section 5: Lesson Plan and Evaluation

1. Lesson Plan

Teaching Period	Topics/Details	Number of hours		Methods: Teaching Media	Lecturer
		Theory	Practice		
1	● Introduction to Event and MICE Industry ● What is Design ● Principles of Event Design - Links of event, experience and design ● Idea Book 1: *Decoration Design*	3	2	Lecture, Discussion, Design Practice	Sarinya S.
2	● Define Experience ● 5 Stages of Event Experience ● Key Experiences of MICE and Event ● Exercise (1): Analysis of 5 Stages of Event Experience (Selected event) ● Idea Sharing: *Decoration Design* ● Idea Book 2 *Souvenir Design*	3	2	Lecture, Discussion, Design Practice	Sarinya S.
3	● Strategy and Design ● Need Assessment ● 5Ws – The importance of "questions" to the event owner ● Event Products ● Exercise (2): Analysis of 5Ws (Selected event – same one) ● Idea Sharing: *Souvenir Design* ● Idea Book 3 *Decoration X Souvenir Design*	3	2	Lecture, Discussion, Design Practice	Sarinya S.
4	● Presentation – Exercise (1) + (2) ● Design consideration and creating creative events ● 5 Key Experiences of Event ● Emotion ● Idea Sharing: *Decoration X Souvenir Design* ● Idea Book 4 *Theme Design (also show Mood & Tone)*	3	2	Lecture, Discussion, Design Practice	Sarinya S.

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Teaching Period	Topics/Details	Number of hours		Methods: Teaching Media	Lecturer
		Theory	Practice		
5	• 5 Key Experiences of Event • Case Study • Personal Event Design • Idea Sharing: *Theme Design* • Idea Book 5 *F&B Service Design*	3	2	Lecture, Discussion, Design Practice	Sarinya S.
6	• Technology in Event Design • Exercise (3): Design Case – Weddings • Idea Sharing: *F&B Service Design* • Idea Book 6 Gamification in Event	3	2	Lecture, Discussion, Design Practice	Sarinya S.
7	• *In-class Written Examination* • Idea Book 7 *Design Using Event Technology*	3	2	Design Practice	Sarinya S.
8	• Unique Elements for event design (Creating "wow" factor) • Event design evaluations • Communication and event design • Event Design Canvas Introduction • Idea Sharing: *Gamification in Event* • Idea Book 8 *Sustainable Design Consideration*	3	2	Lecture, Discussion, Design Practice, Demonstration	Sarinya S.
9	• Environmental impacts on event design • Design for sustainability • Event Design Canvas 1 • Event Design Workshop • Idea Sharing: *Design Using Event Technology* • *Group Assignment (Begin)*	3	2	Lecture, Discussion, Design Practice, Demonstration	Sarinya S.
10	• Event Design Canvas 2 • Design Prototypes • Idea Sharing: *Sustainable Design Consideration*	3	2	Lecture, Discussion, Design Practice, Demonstration	Sarinya S.
11	• Event Design Canvas 3 • Event Design Workshop	3	2	Discussion, Design Practice, Demonstration	Sarinya S.
12	*Project Presentation*	3	2	Group Project Presentation	Sarinya S.
	Total hours **of the entire trimester**	36	24		

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2. Plan for Assessment of Expected Course-Level Learning Outcomes (CLOs)

2.1 Measurement and Evaluation of learning achievement

A. Formative Assessment

1) Written exam

2) Individual assignment

3) Class participation

B. Summative Assessment

1) Group Project

(1) Tool and weight for measurement and evaluation

Learning Outcomes	Evaluation Method*				Weight (Percentage)
	Written Exam	Group Project	Individual assignment	Class participation	
CLO 1: Understand fundamental of event and experience design and have basic knowledge of event, experience formation in event, and its design	10			5	15
CLO 2: Identify phases in event and experience design process	10			5	15
CLO 3: Recognize and elaborate possible key factors, theme or concept, and environmental trends influencing event and experience design	10	5		5	20
CLO 4: Use and utilize event design canvas		10		10	20
CLO 5: Propose creative innovations for event and experience design		10	10		20
CLO 6: Communicate effectively within team when discussing ideas, providing workflow, and presenting event project		10			10

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	Total	30	35	10	25	100

Standard Rubrics

1. Class participation 25%

Assessment 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.
Expressed opinions & ideas	**Frequently** expressed own ideas and opinions and showed creative and analytical skills.	**Sometimes** expressed ideas and opinions and showed some creative and analytical skills.	**Occasionally** expressed ideas and opinions.	**Rarely** expressed ideas and opinions.	**Never** expressed ideas and opinions.

2. Group project 35%

Assessment Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Content	Tight and clearly-focused topic; Use of accurate information; Research from a wide variety of legitimate resources	Topic is adequately focused and relevant; Minor inconsistency and inaccuracy in information; Research from an adequate amount of legitimate resources	Topic needs more focus; Fair amount of inaccuracy in the information; Research from a few legitimate resources	Topic lacks relevance and focus; Distractive amount of inaccuracy in information; Research lacks legitimate resources	Absence of relevance and focus in topic; Information does not support the message in any way; no evidence of valid research
Organization	Extremely well-organized;	Generally well-organized;	Somewhat organized; a few	Poor organization; many ideas are not	Absence of organization; a lack

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	clear and logical sequence of ideas; the presentation is clear and concise	mostly clear and logical order of ideas; the presentation is generally clear and understandable	ideas are not presented in proper order; some parts of the presentation may be wordy or unclear	presented in proper order; most parts of the presentation are wordy or unclear	of proper sequence of ideas; the presentation is not intelligible
Creativity	Excellent use of interesting techniques to enhance presentation and capture audience's attention	Use of some interesting techniques to enhance presentation and capture audience's attention	Not very successful attempts to use creative techniques, but attempts nonetheless.	The presentation is generally flat and dull.	Use of inappropriate techniques which produce negative effects for the presentation
Grammar, Usage, Mechanics and Spelling	Few or no errors in mechanics, usage, grammar, or spelling; sentences are free of jargon; complete and easy to understand	Minor errors in mechanics, usage, grammar, or spelling; sentences are mostly jargon-free, complete and understandable	Several errors in mechanics, usage, grammar or spelling, some hinder understanding. Sentences may contain jargon or are too long.	The document is difficult to understand because of errors in mechanics, usage, grammar or spelling. Sentences are too long or contain jargons.	The document is very difficult to understand because of errors in mechanics, usage, grammar, spelling, excessive jargons and incomplete sentences.
Delivery	Maintain good eye contact throughout; positively confident presence; very good voice level; clear articulation and proper language	Maintain reasonable eye contact; reasonably confident presence; voice level is mostly good; speaks with satisfactory pronunciation	Occasional lapses in eye contact; lack of confidence at times; weak delivery a few parts of the presentation unclear; unclear diction with occasional fillers	Poor eye contact; weak presence; poor delivery makes some parts of the presentation difficult to understand; diction, and use of slang prevents the audience from understanding the presentation	Lack of eye contact; lack of presence; voice level is almost inaudible; bad articulation, slangs or fillers make the presentation difficult to understand
Time control	Just in time or slightly under time	1 minute over time	2 - 3 minutes over time	4-5 minutes over time	Over 5 minutes

3.   Individual assignment   10%

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Assessment Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Required items	All required items are included, following the requirements of the assignment brief	All required items are included, with a few additions.	All required items are included.	A significant number of required items are missing.	No work submitted
Concepts	Items clearly demonstrate that the desired learning outcomes for the term have been achieved. The student has gained a significant understanding of the concepts and linkages in the event industry.	Items clearly demonstrate most of the desired learning outcomes for the term. The student has gained a general understanding of the concepts and linkages in the event industry.	Items demonstrate some of the desired learning outcomes for the term. The student has gained some understanding of the concepts and linkages in the event industry.	Items do not demonstrate basic learning outcomes for the term. The student has limited understanding of the concepts and linkages in the event industry.	No work submitted
Reflection	Reflections illustrate the ability to effectively analyze, evaluate the linkages and their effects in the event industry.	Reflections illustrate the ability to analyze, evaluate the linkages and their effects in the event industry.	Reflections illustrate an attempt to analyze, evaluate the linkages and their effects in the event industry.	Reflections illustrate a minimal ability to evaluate the linkages and their effects in the event industry.	No work submitted

4.   Written exam   30%

Assessment Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Critical Thinking	Has demonstrated excellent ability to synthesize or analyze previous information and present a logical	Has demonstrated good ability to synthesize or analyze previous information and present a logical	Has demonstrated some ability to synthesize or analyze previous information and present a logical	Has demonstrated a few ability to synthesize or analyze previous information and present a logical	Cannot demonstrate an ability to synthesize or analyze previous information and

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	and cohesive response	and cohesive response	and cohesive response	and cohesive response	present a logical and cohesive response
Quality of Written Communication	None to nearly to none spelling or grammatical mistakes and the contents contains highly relevant information to the question.	A few spelling or grammatical mistakes and the contents contains relevant information to the question.	Some spelling or grammatical mistakes and the contents contain somewhat relevant information to the question.	A lot of spelling or grammatical mistakes and the content are not relevant to the question.	Significant spelling and grammatical mistakes and the contents do not contain any relevant information to the question.
Quality of response to questions	Show completeness and an ability to highly synthesize literature. Demonstrate knowledge/concept of subject area of study and expertise in the area.	Show Completeness and an ability to synthesize some relating literature. Demonstrate knowledge/concept of subject area of study and expertise in the area.	Show some completeness, demonstrate some relating knowledge/concept of subject area of study	Many incomplete ideas. Demonstrate only a few knowledge/concept of subject area of study.	Incomplete ideas. Demonstrate too few knowledge/concept of subject area of study.

(2) Measurement and evaluation

For Grade A - F **Grade**	**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

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F	Fail	Less than 60	0.0

(3) Re-examination (if the course allows any.)

   N/A

3. **Students' Appeal**

   The student who makes an appeal must file a signed formal document and submit appellant letter to Office of

   Academic Affair. Each individual can only appeal for themselves. A student cannot make an appeal on behalf of

   another student.

   To support an appeal, the student can ask to check or make a copy of the past investigation record. The record of

   witness investigations and other documents may or may not be disclosed depending on judgment of the

   departmental chair or the Jury Council.

   Associate Dean for Academic Affairs will look into the matter and the Appeal Committee will be set based on the

   consideration.

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Section 6 Teaching Resources

1. Required Texts

1) Frissen, J., & Janssen, R. (2016). *Event design handbook: Systematically design innovative events using the EventCanvas.* BIS Publishers B.V.

2) Berridge, G. (2007). *Events design and experience.* Routledge.

3) Richards, G., Marques, L., & Mein, K. (Eds.). (2014). *Event design: Social perspectives and practices.* Routledge.

2. Suggested Materials

1) Berridge, G. (2012). Designing event experiences. *The Routledge handbook of events*, 273-288.

3. Other Resources (if any)

....

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Section 7 Evaluation and Improvement of Course Implementation

1. **Strategy for Course Effectiveness Evaluation by Students**

    (1)   Lecturer's ability to clarify themes and course content

    (2)   Student evaluation

    (3)   Successful completion of course content

    (4)   Students' ability to apply knowledge beyond academic settings

    (5)   Lecturer's ability to motivate and engage students

2. **Strategy for Teaching Evaluation**

    (1)   Student feedback

    (2)   Peer comments and discussions with other lecturers

3. **Teaching Improvement**

    Update wide range teaching methods using various professional resources

4. **Verification of Standard of Learning Outcome for the Course**

    (1)   Written exam

    (2)   Individual assignment

    (3)   Class participation

    (4)   Group project

5. **Revision Process and Improvement Plan for Course Effectiveness**

    Meeting with the program director to review the course before semester starts and before each period of teaching

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Appendix

Relations between the course and the program

Table 1 Relations between the course and the PLOs

Event and Experience Design	PLOs								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO 9
ICHI 345		R			R		R/P	R/P	

Table 2 Relations between CLOs and PLOs

Course Name Event and Experience Design	PLOs								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO 9
CLO 1: Understand fundamental of event and experience		2.2							

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design and have basic knowledge of event, experience formation in event, and its design								
CLO 2: Identify phases in event and experience design process		2.1						
CLO 3: Recognize and elaborate possible key factors, theme or concept, and environmental trends influencing		2.2						

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event and experience design								
CLO 4: Use and utilize event design canvas						7.2		
CLO 5: Propose creative innovations for event and experience design							8.2	
CLO 6: Communicate effectively within team when discussing ideas, providing workflow, and				5.2				

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presenting event project									

Table 3 PLOs and SubPLOs that the course is responsible for

PLOs	SubPLOs
PLO2 Apply managerial and entrepreneurial knowledge in the area of international hospitality management	2.1 Interpolate managerial and entrepreneurial knowledge from all hospitality-related fields so as to enhance understanding of the international hospitality industry 2.2 Apply managerial and entrepreneurial knowledge in order to provide appropriate solutions to problems within the international hospitality industry
PLO5 Demonstrate interpersonal skills and communication skills through the use of English and other foreign languages via various channels	5.2 Show effective communication with people from different backgrounds and cultures

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PLO7 Analyze situations to resolve, improve or further mitigate problems/issues related to the international tourism and hospitality management and operations	7.2 Utilize mathematical and statistical techniques to process, interpret, and analyze team and organizational issues in international hospitality management
PLO8 Identify sustainable solutions after analyzing the causes of problem in the hospitality and tourism business	8.2 Point out sustainable and creative innovations from using current knowledge, skills, and experiences in the international hospitality industry