

BHO306_1: MICE
(Meeting, Incentive Travel, Conventions, and Exhibition)
Course Manual for Fall 2019
Fridays from 8:15 to 12:00 in EAL H-317
***subject to change pending revisions on August 30, 2019**

Course Overview: The course gives a theoretical and practical introduction to MICE. The MICE industry (Meeting, Incentive travel, Conventions and Exhibition) is one of the fastest growing segments of the global tourism industry, and has potential economic impacts on the host region, resulting from the longer stay of the attendees than other types of tourists. Hotels are one of multiple stakeholders in the MICE industry, and it is important for future hospitality managers to have knowledge, skills and competences about this segment, so that the host regions can attract, plan, operate and implement future events. **Learn more at:** https://www.uis.no/course/?code=BHO306_1&path=en.

Course Materials: Class materials will be available at the Learning Management System that UiS uses called Canvas at <https://stavanger.instructure.com/> and on my website at www.monaanitaolsen.com/teaching. There is one required textbook for the course: Getz, D. & Van Niekerk, M. (2018). Event Stakeholders: Theory and methods for event management and tourism, Goodfellow Publishers Limited. This book can be purchased at the bookstore or online. All other readings listed on the Course Overview will be published on the Learning Management System.

Course Schedule/Enrollment/Weighting: This course is held during the semester dates of August 30, 2019 through November 15, 2019. Full week assignments will release on the Learning Management System. The final exam is on Monday, November 18, 2019. Prerequisites (either BHO130 Service management and service design or BRH100 Servicemanagement). ECTS10.

Learning Outcomes: Upon completion of this course, the candidate shall have the following:

Knowledge

- Will have the basic understanding of the different characteristics of Meetings, Incentive travels, Conventions, Congresses & Conferences, and Exhibitions
- Will have knowledge about the different stakeholders in the MICE industry and their roles (DMO, PCO, DMC, hotels, event bureaus)
- Will have knowledge of demands in the MICE industry (leisure vs. business events)
- Will have knowledge of key issues that are critical for MICE operations and practices
- Will have knowledge of risks related to MICE
- Will have knowledge of regional impacts of MICE

Skills

- Will understand what criteria are important for MICE sales
- Will understand what criteria are important for MICE planning
- Will understand what criteria are important for MICE operations
- Will understand how a Bid is set up and what it should contain
- Will understand what stakeholders are involved and when

General competence

- Will be able to reflect on ethical issues related to MICE
- Will be able to reflect on the operation and implementation of an event
- Will be able to involve in discussions related to future concerns and the development of the MICE industry
- Will be able to discuss and reflect upon the latest research within the MICE industry



Faculty: Mona Anita Olsen, Ph.D.

Contact Information: mona.a.olsen@uis.no (email is the best way to contact me)

Office hours: By appointment on Thursdays and Fridays. Request an appointment at www.monaanitaolsen.com.

Mona Anita K. Olsen is the creator of [Yogibana \(weaving Yoga + Ikebana in 12 steps\)](#) and founder of [Innovation Barn AS](#) in Borhaug, Norway. She also serves as an Associate Professor (Førsteamanuensis i Hotelledelse) at the University of Stavanger and currently teaches courses in hotel management and event planning in the Norwegian School of Hotel Management.

Olsen holds a Bachelor of Science with Distinction (Hotel Management) from Cornell University, a Masters (Management of Information Technology) from the University of Virginia, and a PhD (Education) from George Mason University. Olsen is a certified Sogetsu Ikebana and Yoga (C-HYI) Instructor.

Full bio at www.monaanitaolsen.com.

Inclusivity Statement:

- I understand that our members represent a rich variety of backgrounds and perspectives. I am committed to providing an atmosphere for learning that respects diversity. While working together to build this community we ask all members to:
 - Share their unique experiences, values and beliefs;
 - Be open to the views of others;
 - Honor the uniqueness of their colleagues;
 - Appreciate the opportunity that we must learn from each other in this community;
 - Value each other's opinions and communicate in a respectful manner;
 - Keep confidential discussions that the community has of a personal (or professional) nature; and
 - Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the UiS community.



Policies:

- Each student is expected to fully abide by the ethical guidelines for students at UiS. Familiarize yourself and precisely follow the ethical guidelines at <https://student.uis.no/academic-matters/ethical-guidelines/>.
 - **All outside assistance should be acknowledged** and the student's academic position truthfully reported always. If you use outside assistance, cite with APA citation.
- I am available to discuss appropriate academic accommodations that may be required for students with disabilities.

Evaluation Methods:

You can obtain up to 1,000 points which is based on your performance on a Home Exam and Written (final) Exam. The Home Exam is worth 2/5 of your final grade. It is due on Friday, October 18, 2019. You will have four weeks to complete the Home Exam. The Written (final) Exam is worth 3/5 of your final grade and will take place on Monday, November 18, 2019 from 9:00-13:00 (location at UiS to be announced). The grading scale for the course (<https://student.uis.no/examination/grading/grading-system/>) can be found here:

Grade	Points
A	900-1000
B	800-899
C	700-799
D	600-699
E	500-599
F	Under 500

If you have a concern about a grade in the course, explain it *in writing* using the Grade Change Request Consideration Online Form at www.monaanitaolsen.com/teaching **within one week** of the grade being posted, in order to be considered. Requests filed after one week of the grade being posted **will not** be considered. I do not accept late work. I suggest you submit as much as you have completed by the submission time in order to get partial points. Anything submitted after the submission time will not be graded.



I have received the course manual for Fall 2019 for BHO306_1: MICE and reviewed the course manual in full.

I acknowledge understanding of the course manual in full.

Printed Name: _____

Signature: _____

Date: _____



Standard Release

I am hereby granted the right to record and use, to the extent that it desires, any images (including, but not limited to: visual images, graphics, spoken word, vocal or instrumental music/sound effects) or activity in which I (or my establishment/organization) have taken part on behalf of myself, UiS and/or its representatives. Recording methods and distribution media may include, but are not limited to: videotape, audiotape, motion picture film, still photographs (analog or digital), DVD, CD or web pages. I further understand that this authorization shall extend to their grantees, lessees or licensees in perpetuity.

Event: Mona Anita Olsen Lecture and Classes

Signature

Date

Please Print

Address
