

BHO306_1: MICE
(Meeting, Incentive Travel, Conventions, and Exhibition)
Course Manual for Fall 2020
Thursdays from 8:15 to 12:00 Online
***subject to change pending revisions on August 14, 2020**

Course Overview: The course gives a theoretical and practical introduction to the MICE industry (meetings, incentives, conventions, and exhibitions), one of the fastest growing segments of the global tourism industry. The MICE industry can be a key economic driver in a host region, resulting from average longer stay of attendees in comparison to other types of tourists. Stakeholder management is key to the MICE industry. Hotels are one of multiple stakeholders and it is important for future hospitality managers to have knowledge, skills, competencies, and experience in these segments so that host regions can effectively attract, plan, operate, and implement future events that create economic impact. **Learn more at:** https://www.uis.no/course/?code=BHO306_1&path=en.

Course Materials: Class materials (including literature and course supply lists) are available at the Learning Management System that UiS uses called Canvas at <https://stavanger.instructure.com/> and/or on my teaching website at www.monaanitaolsen.com/teaching.

Course Schedule/Enrollment/Weighting/Method: This course is held during the fall 2020 semester. Full week assignments and the course schedule will release on the Learning Management System. Prerequisites (either BHO130 Service Management and Service Design or BRH100 Service Management). ECTS10. This course will be delivered online in a hybrid format including both synchronous (five sessions on Zoom) and asynchronous instruction. The synchronous dates will be posted by the start of the first class. The course content will be delivered over an eight-week period. Internet access is required. The course will be delivered in English.

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, incentives, conventions, and exhibitions
- Will have knowledge about the multiple stakeholders in the MICE industry and their roles
- Will have knowledge of technology and networking critical for the MICE industry operations and practices
- Will have knowledge of risks related to the MICE industry
- Will have knowledge of the career paths in the MICE industry
- Will have knowledge of regional impacts of the MICE industry

Skills

- Will understand what criteria are important for sales in the MICE industry
- Will understand what criteria are important for operations in the MICE industry
- Will understand what criteria are important for innovation in the MICE industry
- Will understand the importance of networking in the MICE industry
- Will understand the bidding process and the tools available to assist with bidding online
- Will understand how stakeholder management applies to the MICE industry

General competence

- Will be able to reflect on ethical issues related to the MICE industry
- 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 map out a career plan for engagement in 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. 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](#), currently bringing [Route 8 Flow](#) to Farsund. She serves as an Associate Professor of Entrepreneurship (Førsteamanuensis i Entreprenørskap) at the [University of Stavanger \(UiS\) in the Norwegian School of Hotel Management](#) and a University Lecturer (Universitetslektor) at the [University of Southeastern Norway \(USN\) in the School of Business in the Department of Business and IT](#).

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 your Course Portfolio and Quizzes. All evaluation will be done on Canvas. Dates are posted on Canvas. Plan accordingly.

Course portfolio 3/5 A - F

Quizzes 2/5 A - F

*Note: Course Portfolio will encompass two sections—including two case study reviews and a term paper submitted individually that total 3/5 of the final grade for the course. In case of a re-sit exam, the student must retake the complete portfolio folder with the two sections.

*Note: 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 2020 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
