



Syllabus of the educational discipline
« Event technology and MICE industry »

Specialty	242 "Tourism"
Educational program	Tourism
Level of education	bachelor
Discipline status	Selective
Teaching language	English
Course / semester	3 course, 6 semester
Number of credits ECTS	4
Distribution by types of trainings and hours of study	Lectures – 12 hours. Practical studies (seminars) – 24 hours. Independent training – 72 hours.
Form of final assessment	Exam
Department	Department of tourism, Nauky ave., Kharkiv, office 316 Phone number 38(057)758-77-26 (add. 451) http://www.hneu.edu.ua/Department_of_tourism
Teacher (-s)	Vovk Kateryna
Teacher's contacts	katherina.vovk@hneu.net
Days of the classes	According to the schedule
Consultations	According to the schedule
The purpose The purpose of studying the discipline is to form a system of theoretical knowledge and practical skills on the use of event technologies by enterprises of the tourism industry as part of the MICE industry in a changing environment	
Prerequisites for learning <i>students need basic knowledge of the disciplines</i> <i>"Geography of Tourism", "Fundamentals of Tourism", "Psychology"</i>	
Content of the educational discipline	
Content module 1. Basics of MICE tourism	
Topic 1. Introduction to the discipline. Purpose and principles of MICE-tourism. Modern event technologies	
Topic 2. System approach to MISE. The main stages and object of MISE	
Topic 3. The main categories, elements and principles of organizing business events and	
Topic 4. Workers and the problem of human resources in MICE-tourism	
Topic 5. Characteristics of human resources	
Topic 6. Human resource planning in MICE-tourism. HR. Hired staff	
Topic 7. Classification and distribution of works by projects	
Topic 8. Organization of business events. Event technologies in the organization of business events	
Content module 2. Event technologies. Project development	
Topic 9. Organizational design of events. Basic principles of event planning	
Topic 10. Event tourism. Information technologies in event tourism	
Topic 11. Hospitality and service in MICE tourism	
Topic 12. The concept of the project of the event. Definition of key dates, resource costs, cost allocation	
Topic 13. The market of MICE services, promotion of market events	
Topic 14. Event financing and budget allocation. Factors of pricing and fees. MICE industry investment	
Topic 15. The essence of incentive tours, their importance in the MICE industry	
Topic 16. Risk management and their importance in the MICE industry. Methods for evaluating the effectiveness of the event	



Material and technical support (software) of the discipline	
The use of multimedia tools is necessary to cover the discipline	
Course page on the Moodle platform (personal training system)	<i>Syllabus, technological card, task for practical and independent classes, information materials, recommendation for course work, task for testing knowledge</i>
Recommended literature	
<i>Basic</i>	
<p>Колбер Ф. Маркетинг культуры и искусства / Франсуа Колбер при участии Ж. Нантель, С. Билодо, Дж. Д. Рича; [пер. с англ. Л. Г. Мочаловой]. - Санкт-Петербург : АРТ-Пресс, 2004. – 255 с. 2. Хальцбаур У. Event-менеджмент / У. Хальцбаур, Э. Йеттингер, Б. Кнаузе, Р. Мозер, М. Целлер; [пер. с нем. Т. Фоминой] – М. : Эксмо, 2007. – 384 с. 3. Архипов В. В. Організація обслуговування в закладах ресторанного господарства., Навч. посібник / В. В. Архипов, В. А. Русавська – К.: Центр учбової літератури, 2009. – 342 с. 4. Иванова О. В. Методичні підходи до розробки бізнес-івену [Електронний ресурс] / Иванова О. В., Марковський О. В. - Режим доступу: http://firearticles.com/economika-pidpnyemstv/220-metodichn-pdhodi-do-rozrobkibznes-ventu-vanova-o-v-markovskiy-o-v.html 5 . Булатова М. Н. Event-marketing-управление событиями. Бизнес и профессия / М. Н. Булатова. - Иркутск: Изд-во Иркут. гос. ун-та, 2009. - 195 с. 6. Воскресенский В. Ю. Международный туризм: Уч. пособие. / В. Ю. Воскресенский – М.: ЮНИТИ-ДАНА, 2006. – 255 с.</p> <p>Вовк К.М. Організація івент-туристичної діяльності в процесі невербальної комунікації// Науковий вісник Херсонського державного економічного університету, серія: Економічні науки.- 2018.- (32/18). - С. 60-64. 8. Наумик-Гладкая К.Г., Вовк Е.М., Скорынина-Погребная О.В. Критерии повышения эффективности функционирования сферы услуг при организации ивент-туристической деятельности в регионе (на примере отельно-ресторанного бизнеса)// Modern technologies of society development: Collective Scientific Monograph. – Opole (Poland), 2019- Opole: Publishing House WSZiA.-P. 161-174. (0,53 ум. друк. арк./ 0,18 ум. друк. арк. власного внеску). 9. Наумик-Гладкая К.Г., Вовк К.М. Аспекти функціонування MICE-туризму в рамках розвитку подієвого туризму в регіоні// Science Review, Scientific Educational center (Poland). – 2019. - № 5 (22). – С. 18-25. 10. Naumik-Gladka K. Socio-economic aspects of communication activity in information economy : Монографія. - Харків, Вид. ХНЕУ ім. С. Кузнеця, 2016. – 215 с .</p>	
Assessment system of learning outcomes	
The grading system includes: current control during the semester at lectures and laboratory classes, the student's success is assessed by the sum of scores (maximum amount – 60 points; minimum amount that allows a student to take the exam – 35 points); module control based on the current control in the form of written control paper; final / semester control, which is conducted in the form of an exam in accordance with the educational process schedule (maximum score – 40 points, minimum score to pass – 25 points).	
More detailed information on assessment is given in the technological card of the discipline.	
Accumulation of rating points in the discipline (3 semester)	
Types of training	Max points
Accumulation of rating points in the discipline (6 semester)	
Types of training	Max points
Lectures (active work)	12
Practical studies (active work)	12
Tasks by the theme	6
Presentations and reports	4



Competence-oriented tasks	3
Colloquium	2
Test	3
Max points	6

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	Pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

It is mandatory to adhere to the policy of academic integrity, the absenteeism and the policy of completing tasks on time.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.

Syllabus approved at the meeting of the Department of Tourism. Protocol № 1. From September, 26