

SYLLABUS

of the academic course

«MICE industry & Exhibition Activity»

2026-2027 academic year

Course and semester of study	4th study year, 7th semester
Educational program/specialisation	
Specialty	
Field of knowledge	
Degree of higher education	Bachelor

Full Name of Teacher,

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Educational Class Schedule	http://schedule.puet.edu.ua/
Consultations	full-time form of education http://www.grks.puet.edu.ua/stud.php online: information on the department website, Student tab
Distance course webpage	http://www2.el.puet.edu.ua/iz/course/view.php?id=993&lang=en

Description of the course

The purpose of studying the course	The primary purpose of studying the course "MICE industry & Exhibition Activity" is to acquire theoretical knowledge in the field of the MICE industry and to develop practical skills in organising and participating in business and cultural events.
Duration	7th semester: 5 ECTS credits / 150 hours (lectures 14 hours, practical classes 46 hours, individual work 90 hours)
Forms and methods of teaching	lectures and practical classes, and independent work outside the schedule Methods: verbal, visual, practical, interactive, case study, discussions
Current and final control system	Current control: attending classes; discussion on the theoretical issues; performance of educational tasks and presenting the results; test fulfilment, Final control: modular control work, credit (PMK)
Language teaching	English

List of competencies, which provides the given educational course, and the programming results of teaching

Programming results of the teaching	Competencies that the students should have
Demonstrate knowledge of the current level of the activity in the MICE industry and new trends, practical skills in the organisation of exhibitions, which will allow you to use participation in such events as much as possible to promote their products or services on the market, and implement them in the professional activities of the hospitality business.	Theoretical and practical knowledge formation on business and cultural events management. Ability to organise the exhibition activity; develop a plan, form a budget for participation in exhibitions, negotiate with organisers, co-organisers and other actors.

Thematic plan of the educational course

The Theme (Topic title)	Types of work	Tasks of independent work in the context of topics
Module I. MICE industry: Theoretical foundations		
Topic 1. MICE industry	Class attendance, discussion of theoretical material, performing educational tasks and presenting the results, independent work, and test	<ol style="list-style-type: none"> 1. Study of lecture material, preparation for practical work, and fulfilment of tasks, as well as execution of homework. 2. Performing a test to control knowledge on the material discussed in topic 1 of the distance course. 3. The study of the customers' experience of an event that is meaningful to the intended audience.
Topic 2. Event Management Companies: global experience and Ukrainian realities	Class attendance, discussion of theoretical material, performing educational tasks and presenting the results, independent work, and test	<ol style="list-style-type: none"> 1. Study of lecture material, preparation for practical work, and fulfilment of tasks, as well as execution of homework. 2. Performing a test to control knowledge on the material discussed in topic 2 of the distance course. 3. The case study of the hotel's participation in the events.
Topic 3. Exhibitions as an event type	Class attendance, discussion of theoretical material, performing educational tasks and presenting the results, independent work, and test	<ol style="list-style-type: none"> 1. Study of lecture material, preparation for practical work, and fulfilment of tasks, as well as execution of homework. 2. Performing a test to control knowledge on the material discussed in topic 3 of the distance course. 3. The exhibition types study that an accommodation establishment could implement.
Module II. Event Management		
Topic 4. Event Planning and Management	Class attendance, discussion of theoretical material, performing educational tasks and presenting the results, independent work, and test	<ol style="list-style-type: none"> 1. Study of lecture material, preparation for practical work, and fulfilment of tasks, as well as execution of homework. 2. Performing a test to control knowledge on the material discussed in topic 4 of the distance course. 3. The exhibition planning at the accommodation establishment
Topic 5. Venue Compositions	Class attendance, discussion of theoretical material, performing educational tasks and presenting the results, independent work, and test	<ol style="list-style-type: none"> 1. Study of lecture material, preparation for practical work, and fulfilment of tasks, as well as execution of homework. 2. Performing a test to control knowledge on the material discussed in topic 5 of the distance course. 3. The venue and infrastructure composition.

References

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2. ISO 25639-1:2008 Exhibitions, shows, fairs and conventions. URL: <https://www.iso.org/standard/43909.html>
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4. Mair, J., Aktaş, G., & Kozak, M. (Eds.). (2024). International Case Studies in Event Management (1st ed.). Routledge. <https://doi.org/10.4324/9781003390381>
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Course software

The electronic devices (such as a personal computer or laptop) with a stable Internet connection.
 PUET’s distance learning system and its video conferencing tools.
 Microsoft products, programs, and services.

Policy for studying the academic course and evaluation

The policy for evaluating applicants for higher education: tasks submitted in violation of the terms without valid reasons are assessed at a lower grade (75% of the possible maximum number of points for the type of activity). Reassembly of modules occurs with the permission of the leading teacher, provided there are valid reasons (for example, sick leave).

Regulations on the organisation of the educational process <https://puet.edu.ua/wp-content/uploads/2023/06/polozhennya-pro-organizacziyu-osvitnogo-proczesu-1.pdf>

Regulations on the procedure and criteria for assessing the knowledge, skills and abilities of applicants for higher education https://puet.edu.ua/wp-content/uploads/2023/07/polozh_por_kryt_ocinyuvannya.pdf

The procedure for the elimination of academic debt by applicants for higher education <https://puet.edu.ua/wp-content/uploads/2023/07/por-likvid-akad-zaborgovanosti.pdf>

Attendance policy: Attendance is a mandatory component. For objective reasons (for example, illness, employment, internship), training can take place in an online form (Moodle) in agreement with the leading teacher.

Academic integrity policy: students must consciously adhere to academic integrity; prevent cheating (from each other, from personally written text, printed or electronic media, etc.) while

performing individual training tasks and didactic tests; qualitatively draw up links to sources of information when writing reports, preparing presentations, abstracts, etc.

The PUET operates:

Student's Code of Honour https://puet.edu.ua/wp-content/uploads/2023/07/kodeks_chesti_studenta.pdf.

Academic Integrity Regulation https://puet.edu.ua/wp-content/uploads/2023/07/polozh_akadem_dobrochnist.pdf Academic Plagiarism Prevention Regulation <https://puet.edu.ua/wp-content/uploads/2023/07/polozhennya-pro-zapobigannyavypadkam-akademichnogo-plagiatu.pdf>

The following documents define the policy of recognition of training results:

Regulations on the procedure for recalculating the results of training obtained in foreign and domestic educational institutions of https://puet.edu.ua/wp-content/uploads/2023/07/polozhpor_perezarah_rez_zvo.pdf.

Regulations on academic mobility of higher education applicants https://puet.edu.ua/wp-content/uploads/2023/07/polozhajpro_akademichnu_mobilnist.pdf

Regulations on the procedure for recognition of learning outcomes obtained through informal and/or non-formal education <https://puet.edu.ua/wp-content/uploads/2023/07/polozhennya-pro-poryadok-syznannya-rezultativ-navchannya-zdobutyh-shlyahom-neformalnoyi-ta-abo-informalnoyi-osvity.pdf>; infographics (section Education/Organisation of the educational process/Non-formal education) <https://puet.edu.ua/neformalna-osvita/>.

Conflict Resolution Policy:

Regulation on conflict resolution rules <https://puet.edu.ua/wp-content/uploads/2023/07/polozhennya-pro-pravyla-vyrishennya-konfliktnyh-sytuacij-u-puet.pdf>

Provision on the appeal of the results of the final control in the form of an exam <https://puet.edu.ua/wp-content/uploads/2023/07/polozjpro-apeljpidscontr.pdf>

Authorised person for the prevention and detection of corruption <https://puet.edu.ua/zapobigannya-ta-protidiya-korupciyi/>.

Policy to support participants in the educational process:

Psychological service: <http://puet.edu.ua/psychologichna-pidtrymka-v-puet/>.

Student Ombudsman (Commissioner for Student Rights) PUET <http://puet.edu.ua/other-dhisions/studentskyj-ombudsman-upovnovazhenyj-z-prav-studentiv-puet/>

Commissioner for Corruption Rights <https://puet.edu.ua/zapobigannya-ta-protidiya-korupciyi/>

Safety of the educational environment: Information on the protection of the PUET educational environment is given in the "Life safety" tab <http://puet.edu.ua/pro-puet/bezpeka-zhyttyediyalnosti/>

Assessment

The final grade for the study of the course is calculated through the current assessment

Types of work	Maximum number of points
Module 1. (topics 1-3) educational work in practical classes (15 points); independent work on preparation for classes and homework (3 points); tests (30 points)	48
Module 1. (topics 4-5) educational work in practical classes (10 points); independent work on preparation for classes and homework (2 points); tests (20 points)	32
Final control: The modular control work #1 (10 points) The modular control work #2 (10 points)	20
Total	100

The awarding of extra points for academic coursework is based on the types of work performed

Form of work	Type of work	Points
Scientific and research	Completion of additional educational courses, writing, and public defence of a scientific abstract on topics outlined in the independent work assignments within the scope of the themes.	10

For additional types of educational work, a student can receive a maximum of 10 points. Extra points are added to the total final score for studying the course, but the total final score cannot exceed 100 points.

Scale of assessment of applicants for higher education based on the results of studying the course

The sum of points for all types of educational activities	Score for the ECTS scale	Assessment on a national scale
90-100	A	Perfectly (excellent)
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactorily
60-63	E	Satisfactory enough
35-59	FX	Unsatisfactory with the possibility of reassembly
0-34	F	Unsatisfactory with the compulsory repeated study of the course