



TQF.5 Course Report

Course Code : IHH 2402

Course Title : MICE Management

Credits : 3 (3-0-6)

Semester /Academic Year : 2/2021

Students : Bachelor of Arts Program in Hotel Management (Hotel Major)

Lecturer(s) : Dr.Nuntana Ladplee

The College of Hospitality Industry Management
International Program
Suan Sunandha Rajabhat University

Course Report

Name of Institution: Suan Sunandha Rajabhat University

Campus/Faculty/Department: Nakhon Pathom Campus, the College of Hospitality Industry Management (International Program)

Section 1: General Information

1. **Course code and title:** IHH 2402: MICE Management

2. **Pre-requisite:** None

3. **Faculty Member(s) Teaching the Course and Sections**

Hotel Management (Hotel Major)

Sections: Monday 13.00-16.00 **Room No.** 405

4. **Semester/academic year:** Semester 2 / 2021

5. **Venue :** Nakhon Pathom Campus, the College of Hospitality Industry Management (International Program)

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

| Topics | No. of teaching hours in the plan | No. of actual teaching hours | Reason(s) (in case the discrepancy is more than 25%) |
|--|-----------------------------------|------------------------------|--|
| Introduction - Explanation of course syllabus - Overview of spa business | 3 | 3 | None |
| Chapter 1 : Introduction to MICE | 3 | 3 | None |
| Chapter 2 : Meeting | 3 | 3 | None |
| Chapter 3 : Incentive | 3 | 3 | None |
| Individual Assignment “MICE City in Thailand” | 3 | 3 | None |
| Submit Individual VDO Presentation “MICE City in Thailand” | 3 | 3 | None |
| Chapter 4 : Conference | 3 | 3 | |
| Chapter 5 : Exhibition | 3 | 3 | None |
| Midterm Examination | 3 | 3 | None |
| Chapter 6 : Green Meeting | 3 | 3 | None |
| Chapter 7 : MICE Industry Logistic | 3 | 3 | None |
| Submit Report of Budget Planning for an event (3 persons: group) | 3 | 3 | None |
| Group Discussion Analyze BITEC / IMPACT (Part 1) | 3 | 3 | None |
| Group Discussion Analyze BITEC / IMPACT (Part 2) | 3 | 3 | None |
| Group Presentation (3 persons: group) Group 1: BITEC and Group 2: IMPACT | 3 | 3 | None |
| Final Examination | | | |
| | 48 | 48 | |

2. Teaching that couldn't be taught as planned

| Topics that couldn't be taught (if any) | Effects to learning outcomes | Provide any suggestions |
|---|------------------------------|-------------------------|
| None | None | None |

3. Efficiency of teaching methods specified in the Course Specification

| Domains of Learning outcomes | Teaching methodology and activities in class | Efficiency | | Setback during teaching and Suggestions |
|--|---|------------|----|--|
| | | Yes | No | |
| <p>1. Ethics and Morals</p> <p>1.1 To have ethic behavior (personal responsibility and corporate responsibility) and moral reasoning</p> <p>1.2 To maintain punctuality</p> | <p>- Students' participation in answering questions, analyzing and discussion problems in class.</p> <p>- Assess from student attendance in class, student behavior and hand in work assigned on time</p> | √ | | <p>Some students have a habit of plagiarism when doing the individual assignment.</p> <p>Therefore, lecturer needs to explain about the form of plagiarism, consequences, and how to avoid it.</p> |
| <p>2. Knowledge</p> <p>2.1 To analyze the case studies by implementing the spa service strategies and tools</p> <p>2.2 To determine evidence of creative thinking in marketing areas</p> <p>2.3 To develop problem solving and decision making skills</p> | <p>1) Lecture</p> <p>2) Group discussion about relevant case studies</p> <p>3) Self study by using internet or e-learning</p> | √ | | <p>Some students have limited ability to communicate in English. Thus, lecturer needs to explain some terms by using easier words.</p> |

| | | | | |
|--|---|----------|--|--|
| <p>3.Cognitive Skills</p> <p>3.1 To use thought process in problem solving such as comprehension, reasoning, interpreting, analyzing and synthesizing</p> | <p>- Individual activities sheets</p> | <p>√</p> | | <p>Students need more practice in English writing skills.</p> |
| <p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 To examine the roles of interpersonal skills and responsibility as an aspect of work ethic</p> | <p>1) Group discussion 2) Students evaluate their interpersonal skills and group responsibilities</p> | <p>√</p> | | <p>Some students are so shy to speak English when discuss case study in-group. Thus, lecturer needs to encourage them to speak English.</p> |
| <p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 To analyze the data, formulate cause and effect relationships and demonstrate critical thinking skill in order to make informed decisions.</p> | <p>1) Lecture by using data and information and explain to students 2) Students present their group projects by using multi-media 3) Students use information technology to search data and information on internet</p> | <p>√</p> | | <p>Most students use only power point to present their projects. Therefore, lecturer needs to encourage students to use other types of multi-media and technologies.</p> |

4. Suggestions for Improving Teaching Methods

The lecturer may have more VDO and multimedia in the class for students to see overall operation process of any event since start until finish.

Section 3: A Summary of Teaching and Learning Result

1. **Number of students registered for the course:** 6 students
2. **Number of students at the end of the semester:** 5 students
3. **Number of students who withdrew from the course:** -
4. **Distribution of scores level (grade)**

| Student's score as percentage | Grade | Total | Percentage |
|-------------------------------|-------|-------|------------|
| 86 – 100 | A | 2 | 50.00 |
| 82 – 85 | A- | 1 | 25.00 |
| 78 – 81 | B+ | 1 | 25.00 |
| 74 – 77 | B | 0 | 0.00 |
| 70 – 73 | B- | 0 | 0.00 |
| 66 – 69 | C+ | 0 | 0.00 |
| 62 – 65 | C | 0 | 0.00 |
| 58 – 61 | C- | 0 | 0.00 |
| 54 – 57 | D+ | 0 | 0.00 |
| 50 – 53 | D | 0 | 0.00 |
| 46 – 49 | D- | 0 | 0.00 |
| 0 – 45 | F | - | - |
| | I | - | - |
| | W | - | - |

5. **Factors influencing unusual scores level:** None

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

| Details of Discrepancy | Reasons |
|------------------------|---------|
| - | - |

6.2 Discrepancy in evaluation methods

| Details of Discrepancy | Reasons |
|------------------------|---------|
| - | - |

7. Verification of students' achievements

| Verification Method(s) | Verification Result(s) |
|---|---|
| <p>7.1 Quantitative Assessment Standards “Validity” Assessment of a student's knowledge and skills usually results in an empirical 'indicant' i.e. a number (mark) or a grade that represents the knowledge and skills being assessed. Validity refers to the extent to which the indicant measures what it claims to measure. Also, designing assessments is critical which allow students to demonstrate their achievement of the learning outcomes.</p> <p>7.2 Presentation Presentations are usually made orally to a class on a prepared topic and may include the use of presentation aids such as PowerPoint, handouts or audiovisuals. This assessment is undertaken individually or as a group. Presentations take different forms such as role plays, facilitating group activities, debating, presenting a product, question and answer time, and formal speeches.</p> | <p>- Students' achievements can be properly measured by using this method.</p> <p>- Students' achievements can be properly measured by using this method.</p> |

Section 4 : Problems and Impacts

1. Teaching and learning resources

| | |
|--|--|
| Teaching Problems: COVID-19 made more online class that impacted on the limited on-site class. | Impacts on students' learning : Students preferred visiting outside class where they can see actual exhibition hall. |
| Learning Resources Problems: None | Impacts on students' learning : None |

2. Administration and organization

| | |
|---|--|
| Problems from administration None | Impacts on students' learning None |
| Problems from organization None | Impacts on students' learning None |

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

None

1.2 Faculty members' opinions on the comments in 1.1

None

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

None

2.2 Faculty members' opinions on the comments in 2.1

None

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

| | |
|------|------|
| None | None |
|------|------|

2. Other improvements (None)

3. Suggestions for improvement for Next Semester 2 Academic year 2022

| Suggestions | Time Frame | Responsible person |
|---|---------------------------|--------------------|
| Use teaching materials from TCEP to create the class activity | After midterm examination | Dr.Nuntana Ladplee |

4. Suggestions of faculty member(s) responsible for the course (None)

Responsible Faculty Member/Coordinator: Dr.Nuntana Ladplee

Signature 

Submission Date 25th May, 2022

Chairperson/Program Director:

Signature..... Receipt Date