

# MICE論

Syllabus Number

MAN-221

Elective 2 credit

## 1. Course Description

While in the digitalized and networked society people can easily get information at once, the necessity of solving problems or obtaining valuable information face to face becomes high. Also the number of MICE participants increases by globalization.

This course highlights MICE business (Meeting, Incentive, Convention, Event/Exhibition) and the related business fields. To understand the concept of MICE, students will learn its history, effects on society and the role of event-organizing industry as well as practical planning and operation of MICE.