

# **Events & Management**

## **MICE**

## **Businesses**

Syllabus Number

MAN-239

Compulsory Elective  
2 credit

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### 1. Course Description

In the current digitalized and networked society, people can easily get information around the world immediately whenever they need. At the same time, as an effective measure to solve problems or to obtain valuable information, importance of face to face communication has been getting much higher. This course highlights MICE business (Meeting, Incentive, Convention/Conference, Event/Exhibition) as effective measures of communications, and its related business fields. Students will learn important factors of MICE such as history, significance & role for the society, business model.