MODULE HANDBOOK

UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: adminilkom@unesa.ac.id website: https://ikom.fish.unesa.ac.id/

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Meeting, Incentive, Convention, Exhibition / 7020103049	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	5th / odd	Once Year	14 x meetings

1	Types of courses Lectures Structured, Assignments, Independent Study	Contact hours (3CU X 1,59 ECTS) X {(50:170') X 28,49 Workhours= 39, 97	Independent Study (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours = 47,96	Structured Study (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours= 47,96	Class size MAX 50 STUDENT
2	**Prerequisites for participation (if applicable)**				
3	**Program Learning outcomes**				

PLO 1.A
Fostering the attitude of devotion to the Lord YME, love of the homeland, responsibility, and self-reliance, as a reflection of academic norms and ethics.

PLO 2.A
Applying logical, critical, and innovative thinking through the development of science and technology within its competence.

	PLO 3.A Able to use communication skills and use communication technology to solve social change communications. PLO.4 A Able to develop concepts, principles, and processes of planning and implementation of social change communications programmes.	
	CLO : *Students are able to understand MICE definition, MICE industry development, event strategic planning, SDM, sponsorship, budgeting, project management, implementation and evaluation for MICE.*	

4	**Subject aims/Content**
	(learning objectives of the course/subject material)
	    1. Explain the definition and history of the development of the MICE industry in the world.
	    2. Analyze the implementation of tourism & MICE in Surabaya.
	    3. Create MICES strategic planning.
	    4. Able to make HR planning for events.
	    5. Able to compile an agenda of pre to post activities.
	    6. Understand the principles in budgeting and are able to make activity budget planning.
	    7. Able to make event marketing & sponsorship planning.
	    8. Able to make marketing & sponsorship event planning
	    9. Able to make MICES publication concepts.
	    10. Able to make MICE evaluation planning.	

5	**Teaching methods** *Lecture Course, Project based Learning.*	
6	**Assessment methods** *Product/Project, Participation, Assignment.*	
7	**This module/course is used in the following study program/s as well** -	
8	**Responsibility for module/course** *Elective Course*	
9	**Other information (References)** 1. Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnel. 2006. Events Management . Elsevier UK. 2. D.G Conway. 2006. The Event Manager 19s Bible . How To Books UK. 3. Judy Allen. 2009. Event Planning (2nd ed). Canada: Wiley Ltd	