

Subject Name	Business Events: Concepts, Issues and Trends
Subject Code	HTM561
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

This subject will provide students with a comprehensive overview of the meetings and convention industry. They will gain insights into the industry on both a global and regional scale, examine economic impact assessment frameworks, convention destination marketing and meeting management issues.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Critically assess various knowledge and theories of management and marketing applicable to business events.
2. Appraise the structure, operation, and organization of the convention industry and analyze the relationships among the various industry stakeholders.
3. Critically assess the economic and non-economic contributions and impacts of business events.
4. Evaluate various management and marketing theories and concepts to design effective conventions and meetings for association and corporate markets, and devise appropriate strategies for convention destinations.
5. Identify future trends in the broader business environment, and discuss and forecast how these trends will impact on business events.

Assessment Weighting:

Continuous Assessment	70%
Examination	30%

Indicative Content:

- Introduction to the Industry
- Economic Impacts of the Industry
- Convention Destination Marketing
- Research Issues and Challenges
- Human Resources Issues
- Meeting Management
- Future Trends and Markets