



Universitas Negeri Surabaya
Faculty of Social and Legal Sciences
Communication Science Bachelor Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																	
Meetings, Incentives, Conventions, Exhibitions (MICE)	7020103049		T=3 P=0 ECTS=4.77	5	July 17, 2024																																	
AUTHORIZATION	SP Developer		Course Cluster Coordinator		Study Program Coordinator																																	
		Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.																																	
Learning model	Project Based Learning																																					
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																					
	PLO-9	Able to produce message content for various communication purposes using various types of communication channels, both conventional channels and digital channels, which are beneficial to society and in accordance with applicable legal, social and ethical norms.																																				
	Program Objectives (PO)																																					
	PLO-PO Matrix																																					
		<table border="1" style="margin: auto;"> <tr> <td style="width: 50px;">P.O</td> <td style="width: 100px;">PLO-9</td> </tr> </table>				P.O	PLO-9																															
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	PO Matrix at the end of each learning stage (Sub-PO)																																					
	<table border="1" style="margin: auto;"> <tr> <td rowspan="2" style="width: 30px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px;">1</td> <td style="width: 20px;">2</td> <td style="width: 20px;">3</td> <td style="width: 20px;">4</td> <td style="width: 20px;">5</td> <td style="width: 20px;">6</td> <td style="width: 20px;">7</td> <td style="width: 20px;">8</td> <td style="width: 20px;">9</td> <td style="width: 20px;">10</td> <td style="width: 20px;">11</td> <td style="width: 20px;">12</td> <td style="width: 20px;">13</td> <td style="width: 20px;">14</td> <td style="width: 20px;">15</td> <td style="width: 20px;">16</td> </tr> </table>					P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																						
Short Course Description	Examining the substance of the definition of MICE, development of the MICE industry, strategic event planning, human resources, sponsorship, budgeting, project management, and implementation and evaluation for MICE																																					
References	Main :																																					
	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																																					
	Supporters:																																					
Supporting lecturer	Vinda Maya Setianingrum, S.Sos., M.A. Putri Aisyiyah Rachma Dewi, S.Sos., M.Med.Kom.																																					
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)																															
		Indicator	Criteria & Form	Offline (offline)	Online (online)																																	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)																															

1	Explains the definition and history of the development of the MICE industry in the world	1. Defining the concept of MICE 2. Describes the history of the development of the MICE industry 3. Get to know MICE practices in their respective regions	Form of Assessment : Participatory Activities	lecture, discussion 3 X 50		Material: History of the development of the MICE industry in the world . References: <i>Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnell. 2006. Events Management. Elsevier UK</i>	3%
2	Analyzing the implementation of tourism & MICE in Surabaya	1. Explain the scope and variety of destination based events 2. Analyzing the SWOT of Surabaya as a tourism-MICE city	Form of Assessment : Participatory Activities	lecture, discussion 3 X 50		Material: Tourism & MICE Bibliography: <i>Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnell. 2006. Events Management. Elsevier UK</i>	6%
3	Analyzing the implementation of tourism & MICE in Surabaya	destination based event presentation	Form of Assessment : Participatory Activities	group presentation 3 X 50		Material: Tourism & MICE Bibliography: <i>Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnell. 2006. Events Management. Elsevier UK</i>	4%
4	Create MICE strategic planning	explain the important value of planning; create event concepts; determine stakeholders, sponsors, media, targets	Form of Assessment : Project Results Assessment / Product Assessment	group presentation 3 X 50		Material: MICE strategic planning Reader: <i>DG Conway. 2006. The Event Manager 19s Bible. How To Books UK</i>	3%
5	Create MICE strategic planning	make plans in groups, present	Form of Assessment : Project Results Assessment / Product Assessment	presentation 3 X 50		Material: MICE strategic planning Reader: <i>DG Conway. 2006. The Event Manager 19s Bible. How To Books UK</i>	5%
6	Able to make HR plans for events	preparing HR plans; create job descriptions; practicing games for team building	Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	presentation 3 X 50		Material: HR Planning for Events Reader: <i>DG Conway. 2006. The Event Manager 19s Bible. How To Books UK</i>	2%

7	Able to prepare pre- to post-activity agendas	Each group has a structured and systematic activity agenda	Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	lecture, group discussion 3 X 50		Material: Designing Event Programs References: <i>Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnell. 2006. Events Management. Elsevier UK</i>	3%
8	UTS		Form of Assessment : Project Results Assessment / Product Assessment, Test	3 X 50			25%
9	Students understand the principles of budgeting and are able to plan activity budgets	the preparation of a rational activity budget plan	Criteria: 3 Form of Assessment : Project Results Assessment / Product Assessment	lecture questions and answers group assignment 3 X 50		Material: Principles of budgeting and activity budget planning. References: <i>Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnell. 2006. Events Management. Elsevier UK</i>	3%
10	Students understand the principles of budgeting and are able to plan activity budgets	the preparation of a rational activity budget plan	Form of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment	lecture questions and answers group assignment 3 X 50		Material: Principles of budgeting and activity budget planning. References: <i>Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnell. 2006. Events Management. Elsevier UK</i>	2%
11	Students are able to plan marketing & sponsorship events	Able to prepare proposals and sponsorship cooperation agreements	Form of Assessment : Project Results Assessment / Product Assessment	lecture discussion question and answer 3 X 50		Material: Event marketing & sponsorship planning Reader: <i>Judy Allen. 2009. Event Planning (2nd ed). Canada: Wiley Ltd</i>	3%
12	Students are able to plan marketing & sponsorship events	Able to prepare proposals and sponsorship cooperation agreements	Form of Assessment : Project Results Assessment / Product Assessment	lecture discussion question and answer 3 X 50		Material: Event marketing & sponsorship planning Reader: <i>Judy Allen. 2009. Event Planning (2nd ed). Canada: Wiley Ltd</i>	3%
13	students are able to create a MICE publication concept	can create MICE publications	Form of Assessment : Project Results Assessment / Product Assessment	lecture mentoring group assignment 3 X 50		Material: MICE publication concept Bibliography: <i>Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnell. 2006. Events Management. Elsevier UK</i>	2%

14	students are able to create a MICE publication concept	can create MICE publications	Form of Assessment : Participatory Activities	lecture mentoring group assignment 3 X 50		Material: MICE publication concept Bibliography: <i>Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnell. 2006. Events Management. Elsevier UK</i>	3%
15	students are able to make MICE evaluation plans	can create evaluation instruments	Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Tests	lecture discussion mentoring 3 X 50		Material: MICE evaluation planning References: <i>Bowdin, Glenn, Allen, O 19Toole, Harris, McDonnell. 2006. Events Management. Elsevier UK</i>	2%
16			Form of Assessment : Project Results Assessment / Product Assessment, Test				30%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	19.17%
2.	Project Results Assessment / Product Assessment	50.67%
3.	Portfolio Assessment	1%
4.	Test	28.17%
		99.01%

Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

