HTM4108 Convention Venue Management

**Subject Name**  
Convention Venue Management

**Subject Code**  
HTM4108

**No. of Credits**  
3 credits

**Total Contact Hours**  
42 hours

**Prerequisite**  
None

**Subject Description**
The overall objective is to introduce the development and venue management of MICE sector. The subject is designed to examine those critical issues that are significant to the industry’s current and future development from both practical and academic point of view. The objectives are:

• to familiarize students with the developments in convention venues,
• to integrate the management concepts/theories to the MICE context in particular, and
• to develop students’ academic abilities to appreciate and analyze the critical challenges and future opportunities in MICE industry.

**Programme Learning Outcomes**
See separate file for BSc programme outcomes.

**Subject Outcomes**

Students will be able to **explain and evaluate** various knowledge and concepts of venue management applicable to the meeting industry.

Students will be able to **analyze and critique** existing and proposed meeting venue designs and management approaches.

Students will be able to **apply** knowledge/concepts of convention venue management to real world situations in individual and team-based work.

Student will be able to **communicate and react** proactively to the stakeholders in the hospitality industry in the area of convention venue management.

**Assessment Weighting**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Continuous Assessment</td>
<td>60%</td>
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<tr>
<td>Examination</td>
<td>40%</td>
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Key topics to be addressed in this subject (Subject to regular update)

1. Introduction to the MICE Industry
2. Types of Convention and Exhibition Venues
3. Market Assessment
4. Site Selection
5. Design Considerations
6. Financial Operations
7. Venue Management
8. Venue Marketing