



**HKUSPACE**

香港大學專業進修學院  
HKU School of Professional and Continuing Education

A vibrant scene from an event, likely a trade show or exhibition. In the foreground, a large, colorful lion dance (Nanyang Lion) is in motion, its head and body covered in white and yellow fur with bright, multi-colored eyes and a wide, smiling mouth. The background shows a modern building with a curved, metallic facade and large glass windows. A large, golden, funnel-shaped structure hangs from the ceiling. People in business attire are seen interacting with various exhibition booths and displays. The overall atmosphere is bright and celebratory.

Advanced Diploma in  
**M.I.C.E. & EVENT MANAGEMENT**

The University of Hong Kong  
School of Professional and Continuing Education  
College of Business & Finance

<http://hkuspace.hku.hk/cbf>

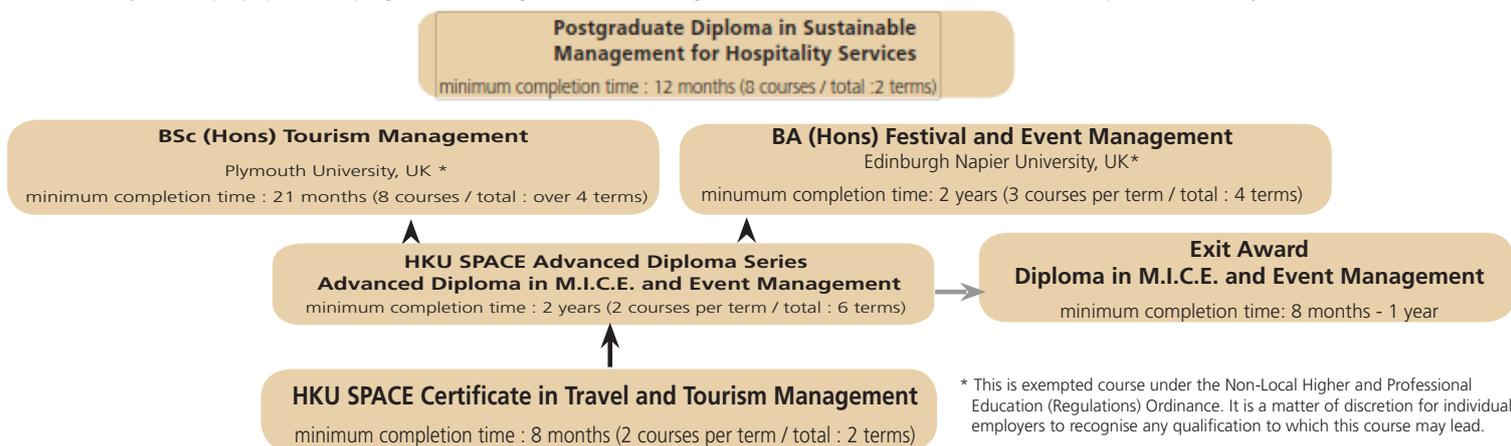
## AIMS & OBJECTIVES

The University of Hong Kong School of Professional and Continuing Education (HKU SPACE) offers this Advanced Diploma in M.I.C.E. and Event Management as part of our Hospitality and Tourism series of programmes.

The programme is designed to meet the continuing professional development needs of people who are currently working in the M.I.C.E. industry, in event management, advertising and public relations agencies, or for those who have career aspirations in the M.I.C.E. and Event Management fields. Working adults in public and private operators in the travel, tourism and hospitality sectors involved in management of events will also find the programme worthwhile. Event-related tourism is one of the fastest growing sub-sectors in the tourism industry and the management-based programme will prepare students for employment in the public or private sectors, managing, developing and planning event resources at a junior to middle management level.

## ARTICULATION PARTNER

The third year, a top-up, part-time programme leading to a bachelor's degree is offered in association with an overseas partner university.



## AWARD

Students will be awarded an Advanced Diploma in M.I.C.E. & Event Management offered through HKU SPACE. To qualify for this award, a student must meet the followings for each of the modules:

- (i) satisfactorily complete the prescribed course work;
- (ii) pass the examination; and
- (iii) attain satisfactory attendance at lectures.

## DIPLOMA IN M.I.C.E. AND EVENT MANAGEMENT (EXIT AWARD)

Students may choose to exit from the programme with an exit award of Diploma in M.I.C.E. and Event Management by completing six specific modules and meet the above criteria (i), (ii) and (iii) for the six modules.

## PROGRAMME STRUCTURE

This is a part-time programme covering twelve modules with face-to-face lectures. Students may complete the programme in a minimum of 16 months, while they are expected to complete their studies within a maximum of 36 months. Extension of studies beyond this period will be subject to approval by the Programme Director.

## ENTRY REQUIREMENTS

Applicants shall:

1. have gained in the HKALE Grade E in 1 AL subject and in the HKCEE Grade E in 4 subjects, and Level 2 in English Language\*, or equivalent; Or
2. have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; Or
3. hold a Certificate in Travel and Tourism Management awarded within the HKU system through HKU SPACE, or equivalent; Or
4. be mature applicants (aged 21 years or above) who do not fulfill the academic requirement but have at least 3 years of relevant work experience in the hospitality and tourism industry will be considered. They should have Level 2 in English Language\* in HKCEE or Level 2 in English Language in HKDSE Examination or equivalent. They may need to attend an interview.

\* With effect from 2007, HKU SPACE recognises Grade E previously awarded for Chinese Language and English Language (Syllabus B) (Grade C in the case of English Language (Syllabus A)) at HKCEE as an acceptable alternative to Level 2 in these two subjects at HKCEE.

## CURRICULUM

The programme consists of 12 modules, to be taught over 6 terms :

- Introduction to Tourism
- Introduction to Accounting
- Information Technology in Hospitality and Tourism Operations
- Communications Skills (English) - Level 2
- Marketing for the Hospitality and Tourism Industry
- Communication Skills (English or Putonghua) - Level 3
- Events Operations
- Events, Entertainment and Conventions – Concept Development and Marketing
- International Events and Festivals
- The M.I.C.E. Industry
- Hotel and Resort Management
- Facilities Management

Terms divide the year in the following way : from March to June, then July to October, and October to February.

Each module comprises eleven (11) three-hour teaching sessions and one (1) three-hour final examination.

## TEACHING MODE

Each module will be delivered via the face-to-face teaching mode. This programme will be taught in English. Lecture notes and teaching materials will be in English except for “Communication Skills (Putonghua) - Level 3”.

Classes will be conducted mainly on weekday evenings and, if required, on Saturdays and Sundays. Assessment and examinations will be conducted in English only, except for “Communication Skills (Putonghua) - Level 3”.



## ASSESSMENT

Assessment for each module will be based on a combination of coursework (including assignments / projects) and the final examination. Performance in coursework and examination respectively count for 60% and 40% of the final grade.

The percentage distribution of marks of each module is as follows:

One Homework Exercise	10%
One Assignment	30%
Mid-term test	20%
Examination	40%

## COURSE FEE

This programme is designed on a modular basis, accepting two intakes of students per year in March and October. All fees paid are NOT refundable, unless a course is over-subscribed or cancelled. Please note that the fees quoted below apply only to Term 1 modules.

Course fees: HK\$3,850 per module, required textbooks are not included in this fee

For Communication Skills (English) L2 & L3, a separate fee will be charged for the compulsory textbooks assigned to these modules. Further details will be provided at the time of enrolment.

Please note that the above fees may be subject to revision after a student is admitted to this programme. Fees for the following terms will be advised when you enrol on subsequent modules. Separate fees will be payable for re-sitting the examination, re-submitting course work and repeating the studies for each module of study.

*The Advanced Diploma in M.I.C.E. and Event Management (CEF course code: 26F04044-9) has been included in the list of reimbursable courses for the HK\$5 billion Continuing Education Fund. Eligible applicants will be reimbursed 80% of their fees, subject to a maximum sum of \$10,000, on successful completion of a course on the reimbursable course list, with at least 50% passing mark in the overall assessment in the course.*

## COURSE OUTLINES

### **Introduction to Tourism**

The module is designed to provide an introduction to the concepts and scope of tourism as an activity and develop in students an understanding of the structure, organization and interdependence of the various sectors of the tourism industry. It introduces students to key concepts, principles, practices and issues in tourism and the links with related areas of leisure, travel, recreation and hospitality.

### **Introduction to Accounting**

This module provides a firm foundation in financial matters for the non-specialist students. An introduction to the financial aspects of business, enabling understanding of financial statements produced to facilitate judgments and decision making. Students should develop a general understanding of financial reports and analysis; introduce students to managerial decision processes and the use of accounting information; and provide a foundation for subsequent courses in business and finance. The module will cover the accounting framework, accounting cycle, control of cash, cash accounting, inventory accounting, working capital policy, short and long term decision making and financial forecast and cash budgeting.

### **Information Technology in Hospitality and Tourism Operations**

The aim of the module is to develop students' competence in the use of core information processing applications which are used in the hospitality and tourism industries. Also students will be introduced to the range of tools and techniques used to assist the decision support making process. Students completing this class will understand the use of information in the hospitality and tourism industries and be familiar with the variety of software applications used to assist in their work.

### **Communication Skills (English) - Level 2**

Knowing how to communicate well in English has become an indispensable skill in the hospitality and tourism sector. This programme is aimed at improving the English language proficiency of students who are working, or planning to work, in the hospitality and tourism industry. The two courses in the programme - Level 2 and Level 3 - are designed to develop students' communicative skills as well as their use of grammar and specialist vocabulary. The objectives of this module are to improve students' listening and speaking skills, develop the vocabulary students need to communicate effectively in hospitality and tourism-related matters, and help students express ideas clearly and accurately.

### **Marketing for the Hospitality and Tourism Industry**

This module provides an operational introduction to the essential elements of marketing tourism products and an opportunity to extend understanding of marketing in the tourism context through an examination of the basic process of and main issues in tourism marketing are presented and examined. The broad development of the marketing concept in service and tourism marketing, the major elements in marketing and their application to tourism products are introduced. Concepts such as market segmentation, targeting and positioning, the marketing mix and marketing planning and control are introduced with local references. The application of marketing principles to the tourism products including tourist attractions, hotels, transport carriers, destination and the major methods of managing the total marketing effort through planning, implementation and evaluation of integrated marketing programmes are thoroughly discussed.

### **Communication Skills (English) - Level 3**

The aim of the module is to develop the students' knowledge relating to business English communication. The class develops the students' command of spoken and written business English communication. This course aims at providing participants with a grounding in job related language skills with emphasis on the importance of report writing and presentation skills which are needed to function in a managerial capacity in the current business environment.

### **Events Operations**

The aim of the module is to develop students' knowledge in the process of event operations, including event support services, events production, professional events solutions, operation and project management and management of human resources. The module helps students gain the necessary inside knowledge about the essential processes of special event planning and operation, explore in depth the operational challenges of putting together an event; and gain an appreciation of the vast diversity of events and the different operational demands each would place on its organizers.

### **Events, Entertainment and Conventions - Concept Development and Marketing**

The module is designed to provide students with an awareness of the role that events, entertainment and conventions have within the tourism industry. It also introduces students to the variety of skills required to stage a function. The module identifies the different nature of each function and the behaviour of their potential customer, introduces the areas of event promotion, sponsorship and sales and familiarises the students with the detailed co-ordination skills necessary to stage and market an event, exhibition, conference, special promotion, convention or entertainment function.

### **International Events and Festivals**

The module provides a comprehensive theoretical overview of world-renowned international events and festivals, analyses elements of success of international events and festivals, focussing on their operation and marketing strategies, helps students learn about the unique issues in event planning, management and marketing of these events and festivals through case studies and familiarizes students with the applicability of international event management concepts to management of local events and festivals

### **The M.I.C.E. Industry**

The aim of the module is to develop the students' knowledge relating to the scope of activities within the Meetings, Incentive Travels, Conventions and Exhibitions (M.I.C.E.) industry. The module provides a comprehensive theoretical overview of world-renowned international M.I.C.E. events, analyses the elements of their success focussing on their operation and marketing strategies. Students will learn about the unique issues in M.I.C.E. event planning, management and marketing of these events through case studies and be familiar with the applicability of international M.I.C.E. event management concepts to management of local M.I.C.E. events, focusing on their contribution to the local economy.

### **Communication Skills (Putonghua) - Level 3**

The aim of the module is to develop the students' knowledge relating to business Putonghua communication. The class develops the students' command of spoken and written business Putonghua communication. This course aims at providing participants with a grounding in job related language skills with emphasis on the importance of report writing and presentation skills which are needed to function in a managerial capacity in the current business environment.

### **Hotel and Resort Management**

This module focuses on both hotels and resorts. It examines the planning as well as management principles for hotels and resorts. Time is spent in exploring the multi-facets for hotels as accommodation provider, including both the branding and marketing, back of the house and heart of the house development. With the trend of integrated resorts, it also focuses on the unique characteristics of organizing a successful resort.

### **Facilities Management**

The aim of the module is to identify, develop and explore the main issues associated with the management of accommodation in the hospitality industry and event venues in the M.I.C.E. industry. The objectives of the module are to introduce the management of facilities and associated products in hospitality and event operations; explore management planning, organization and control affecting the supply of, demand for and income generation associated with hospitality accommodation and event venues; the provision of customer service; the maintenance and utilization of assets; and examine ways by which successful operational management performance can be achieved.

# PROGRAMME ENQUIRIES

## College of Business and Finance, HKU SPACE

34/F, United Centre, 95 Queensway, Hong Kong

Tel: 2867 8320 / 2867 8329

Fax: 28610278

Email: [parttimehtm@hkuspace.hku.hk](mailto:parttimehtm@hkuspace.hku.hk)

Website: <http://hkuspace.hku.hk/cbf>

## PROGRAMME SUMMARY SCHEDULE (Tentative)

### October Term

Application Closing Date Early Sept

Start Date End Oct

### July Term

Application Closing Date Early Jun

Start Date End Jun

### March Term

Application Closing Date Early Jan

Start Date End Feb

No. of teaching Weeks 11

Examination Period around 2 weeks after the last teaching week

## APPLICATION PROCEDURES

Application forms for this programme can be obtained from all HKU SPACE enrolment centers.

All application forms must be completed and attached with the original and one set of photocopy of all relevant academic and/or professional qualifications submitted to our enrolment centres. Applicants may submit the application materials in person and the original materials will be returned immediately upon inspection by HKU SPACE staff. A non-refundable application processing fee of HK\$150, and a refundable course fee of HK\$7,700 for two modules must be submitted, by 2 separate cheques payable to "HKU SPACE", with the application.

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| <p>(i) HKU SPACE Admiralty Learning Centre<br/>3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong<br/>(Exit A, Admiralty MTR Station)<br/>Weekdays: 8:30 am to 7:30 pm<br/>Saturdays: 8:30 am to 5:30 pm<br/>Telephone: 3761 1111 Fax: 2559 4666</p>         | <p>(iv) HKU SPACE Island East Campus<br/>2/F, 494 King's Road, North Point Hong Kong<br/>(Exit B3, North Point MTR Station)<br/>Weekdays: 8:30 am to 7:30 pm<br/>Saturdays: 8:30 am to 5:30 pm<br/>Telephone: 3762 0000 Fax: 2214 9493</p>           | <p>(viii) HKU SPACE Po Leung Kuk Stanley Ho Community College<br/>(HPSHCC) Campus<br/>1/F, HPSHCC Campus, 66 Leighton Road, Causeway Bay,<br/>Hong Kong<br/>Weekdays: 9:00 am to 5:30 pm<br/>Saturdays: closed<br/>Telephone: 3923 7171 Fax: 3923 7188</p> |
| <p>(ii) HKU SPACE HKU Campus<br/>3/F, T.T. Tsui Bldg, The University of Hong Kong<br/>Pokfulam Road, Hong Kong<br/>Weekdays: 8:30 am to 6:00 pm<br/>Saturdays: closed<br/>Telephone: 2975 5680 Fax: 2546 3538</p>  | <p>(v) HKU SPACE Kowloon West Campus<br/>38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6),<br/>Kowloon (Exit B, Mei Foo MTR Station)<br/>Weekdays: 8:30 am to 7:30 pm<br/>Saturdays: 8:30 am to 5:30 pm<br/>Telephone: 3762 4000 Fax: 2302 1609</p> |  |
| <p>(iii) HKU SPACE Fortress Tower Learning Centre<br/>1/F, Fortress Tower, 250 King's Road, North Point<br/>Hong Kong (Exit B, Fortress Hill MTR Station)<br/>Weekdays: 8:30 am to 7:30 pm<br/>Saturdays: closed<br/>Telephone: 3762 0888 Fax: 2508 9349</p> | <p>(vi) HKU SPACE Kowloon East Campus<br/>1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon<br/>(Exit B, Kowloon Bay MTR Station)<br/>Weekdays: 8:30 am to 7:30 pm<br/>Saturdays: 8:30 am to 5:30 pm<br/>Telephone: 3762 2222 Fax: 2305 5070</p>           |  |



## HKU SPACE College of Business & Finance

34/F United Centre, 95 Queensway, Admiralty, Hong Kong

Advanced Diploma in

**M.I.C.E. & EVENT MANAGEMENT ( )-MS048A**

Application Fee: \$150 (non-refundable) Cheque No.

**PROPOSED TERM OF STUDY** (Please ✓ where appropriate)

Advanced Diploma in M.I.C.E. & Event Management (MS 61-102-00)  October Term  March Term  July Term

**PERSONAL PARTICULARS (in BLOCK LETTERS)**

Name in Chinese (if appropriate)  Name in English (Surname first)

Title \* Mr. / Mrs. / Ms. / Miss.

Date of Birth  HKID Card / Passport No.

Nationality  Permanent HK Resident  Yes  No (if No, please see Notes to Non-local Applicants)

Correspondence Address

Home Telephone  Mobile Phone  Office Telephone

Email Address  Fax Number

Start date of Current Employment  Position

Employer's name and address

Emergency Contact Person In case of emergency, we may need to contact your family or friend. Please suggest.

Contact Person  Phone  \* Please delete the inappropriate

**ACADEMIC QUALIFICATION (in reverse chronological order)**

Institution	Award Received	Dates of attendance (From / To)	Part-time or Full-time

┌ Name  
Full Postal Address

← Please also complete this part

Note: This application acknowledgement is not complete without validation by official printing machine entry of the details above at the University or Town Centre office of the School of Professional and Continuing Education, The University of Hong Kong.

└ Please see overleaf →

## EMPLOYMENT HISTORY (in reverse chronological order)

Name of Employer	Job Title	Date (From / To)

## ACADEMIC INSTITUTION ATTENDED (Secondary and above)

Institution	Level Reached	Date of Attendance (mm/yy to mm/yy)	FT / PT

English Proficiency : \_\_\_\_\_

(Please provide details of, and evidence of proficiency of written and spoken English) eg IELTS, TOEFL SCORE. HKAL, HKCEE.

\* This is an essential criteria for selection

## SUPPLEMENTARY INFORMATION

Please give a statement in about 100 words on why you think this programme would be beneficial to you in your career and what you would expect to achieve at the end of the programme. (Attach additional pages, if necessary.)

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I learned about this programme from:  Employer Newspaper  HKU SPACE Prospectus  HKUSPACE website  Others \_\_\_\_\_

#### HKU SPACE ALUMNI

All new enrolled students in the School will automatically become ordinary members of the HKU SPACE ALUMNI. If you DO NOT WISH to be a member of the HKU SPACE ALUMNI, please check this box.

#### Equal Opportunities for Learning at HKU SPACE

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you. Special assistance required  Yes  No

#### Statement on Collection of Personal Data

1. It is necessary for applicants to supply their personal data and to provide all the information requested in the application documents, as otherwise the School may be unable to process and consider their applications.
2. The personal data provided in this form will be used for processing your application for admission, and for registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing (including direct marketing) purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorised third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by the law from time to time.
3. When the processing and consideration of all the applications for a particular programme have been completed: (a) the application papers of unsuccessful candidates will be destroyed (if you have indicated to receive our promotional materials in Paragraph 6 then your contact details and related papers would be retained for such purposes); and (b) the application papers of successful candidates will serve as part of the applicant's official student records and will be handled by HKU SPACE staff or by staff of an authorised third party providing services to the School in relation to the stated purposes. In all such circumstances, please be assured that any personal information you supply will be kept strictly confidential.
4. Upon enrolment, applicants will be required to submit a recent colour photo for student identification purpose.
5. The School will send urgent messages to students via Short Message Services (SMS) and supplement by other means such as email (if the need arises). It is therefore important that the mobile phone number and email address that the applicant provides are accurate. Any change should be reported to the School immediately. Those who have genuine difficulty in receiving urgent messages via SMS should contact the programme teams for separate arrangements.

#### Use of Personal Data related to Direct Marketing

6. From time to time, the School will send the latest updates and promotional materials to applicants/students and alumni on the availability of the programmes and courses, seminars and events, discounts and offers, clinics and other services as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives through various communication channels such as direct-mail, email and mobile phone, by using your personal data (including, but without limitation to, your name, contact details and other information collected in your profile such as the programme(s) you enrolled, your graduation year etc). You always have the right to make subsequent changes on your choice of receiving further marketing materials by sending a written unsubscribe request (by email or by post) to the School at any time.

**If you DO NOT WISH to receive our latest updates and promotional materials through the communication channels as stated above, including discounts and offers from time to time, please check this box.**

7. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the right to request the School to ascertain whether it holds your personal data, to be given a copy, and to apply for correction of the data, if deemed incorrect. Applications for access to personal data should be made by using a special request form and on payment of a fee. Such applications for access of information should be addressed to the Data Protection Officer, HKU SPACE. For general requests of personal data amendment, please fill out the "Application Form for Personal Data Amendment" and submit it to HKU SPACE.
8. For details on the School's policy on personal data (privacy), please refer to the School Prospectus or Website.

#### General Notes to Applicants

1. Enrolment can be done in person at any of the School's Enrolment Counters by completing this application form and submitting it with the appropriate fee and relevant documents. You can also mail to the "The Programme Director, Advanced Diploma in M.I.C.E. & Event Management, HKU SPACE" 34/F, United Centre, 95 Queensway, Hong Kong.
2. Fees paid by crossed cheque or bank draft should be made payable to "HKU SPACE".
3. For general and short courses, applicants may be required to pay the course fee in cash or by EPS, Visa or MasterCard if the course will start shortly.
4. If admission is on a first come, first served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.
5. If admission is by selection, the official receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of programme/course fee if already paid.
6. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant programme team.
7. Course fees paid are not refundable except as statutorily provided or under very exceptional circumstances (e.g. course cancellation due to insufficient enrolment).
8. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.

#### Notes to Non-local Applicants

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong as dependants, who do not need prior approval before taking up full-time and part-time studies. Non-local applicants issued with a valid employment visa also do not need prior approval to pursue part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Admission to a HKU SPACE academic programme/course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are generally not considered by the Immigration Department for visa purposes except for self-financed, part-time locally accredited taught postgraduate programmes awarded within the HKU System through HKU SPACE.

#### Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
2. I authorise the School to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.
3. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
4. I have noted, understood and agree to the contents of the above notes, Statement on Collection of Personal Data and HKU SPACE policy on personal data (privacy).

Signature

Date

Advanced Diploma in  
**M.I.C.E. & EVENT MANAGEMENT**

Fee enclosed: HK\$ 7,700 Cheque / draft No.:

**PROPOSED TERM OF STUDY** (Please ✓ where appropriate)

Advanced Diploma in M.I.C.E. & Event Management (MS 61-102-00)  October Term  March Term  July Term

**PERSONAL PARTICULARS (in BLOCK LETTERS)**

Name in Chinese  
(if appropriate)

Name in English  
(Surname first)

Title \* Mr. / Mrs. / Ms. / Miss.

Date of Birth

HKID Card / Passport No.

Nationality

Permanent HK Resident  Yes  No  
(if No, please see Notes to Non-local Applicants)

Correspondence  
Address



Home  
Telephone

Mobile  
Phone

Office  
Telephone

E-mail  
Address

\* Please delete the inappropriate

Course fees are non-refundable, except in the event of a course being oversubscribe or cancelled.

┌  
Name

Full Postal Address

┐



Please also complete this part

Note: This application acknowledgement is not complete without validation by official printing machine entry of the details above at the University or Town Centre office of the School of Professional and Continuing Education, The University of Hong Kong.

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