

**PJSC "Higher Education Institution
"INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"**



**SYLLABUS OF THE ACADEMIC DISCIPLINE
«BUSINESS TOURISM»**

Specialty: **D3 Management**
Educational level: **first (bachelor's) level**
Educational program: **Management**

General information about the academic discipline

Name of the academic discipline	Business tourism
Code and name of specialty	D3 "Management"
Level of higher education	first (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	3 credits / 90 hours. Lectures: 20 Seminar classes: 14 Independent work of students: 56
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	

General information about the teacher. Contact information.

Yankovska Viktoriia Anatoliivna	
Academic degree	Candidate of Economic Sciences
Academic title	docent
Position	Associate Professor of the Department
Disciplines taught by the NPP	Business valuation, Securities market
Areas of scientific research	Financial management, logistics, investment management
Links to identifier registries for scientists	https://scholar.google.com/citations?user=WJiYLoAAAAJ&hl=ua ORCID: https://orcid.org/0000-0003-2588-3156
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Email:	vika_yank2020@ukr.net
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Teacher's portfolio on the website of the department / institute / academy	https://kh.maup.com.ua/кафедра-менеджменту/

Course abstract. The course "Business Tourism" is aimed at studying the specifics of organizing and managing business trips, including exhibitions, conferences, seminars and corporate events. Students are introduced to key aspects of the business tourism industry, such as planning, marketing, logistics and customer interaction. Special attention is paid to current trends and innovations in the business tourism industry.

The subject of the academic discipline "Business tourism" is a system of organizational, economic, legal and cultural relations that arise in the process of planning, organizing and carrying out business trips (MICE industry).

The purpose of studying the discipline is to form in students a holistic system of theoretical knowledge and applied skills in organizing, managing and promoting services in the business travel and MICE industry.

Objectives of the academic discipline: in studying the structure and trends of the modern business tourism market in Ukraine and the world, researching the specifics of demand in various segments: the corporate sector, associations, government agencies, getting acquainted with the activities of international specialized organizations (ICCA, MPI, GBTA), mastering the technology of planning and conducting MICE events (from choosing a location to assessing effectiveness), studying the specifics of incentive tourism as a tool for motivating staff and building loyalty, acquiring skills in working with service providers: hotels, congress centers, catering companies and carriers.

Prerequisites of the academic discipline. To successfully complete the course, you must have knowledge and practical skills in the disciplines "Fundamentals of Entrepreneurship", "Enterprise Economics", "Marketing", and "Fundamentals of Management".

Post-requisites of the academic discipline. The competencies acquired during the study of the discipline are the basis for further mastering event management, service marketing, strategic tourism management, as well as for successful internships in specialized MICE agencies and preparation of qualification papers dedicated to the development of business destinations.

Content of the academic discipline (full-time education)

No.	Topic name	Teaching methods/ assessment methods
CONTENT MODULE 1. INTRODUCTION TO BUSINESS TOURISM		<p>Teaching methods: verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; reproductive; problem-based presentation method; partially searchable; research; interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models); modeling of professional activities (building economic models, forecasting, scenario modeling).</p> <p>Assessment methods: oral control (oral survey, assessment of participation in discussions, other interactive learning methods); written control (tests,</p>
Topic 1.	The concept and essence of business tourism	
Topic 2.	Structure of the business tourism market.	
Topic 3.	Types of MICE events	
Topic 4.	Organization of business trips	
Topic 5.	Logistics of MICE events.	
CONTENT MODULE 2. FINANCIAL ASPECTS OF BUSINESS TOURISM		
Topic 6.	Marketing and promotion in business tourism	
Topic 7.	Analysis and post-evaluation of activities.	
Topic 8.	Digitalization and digital transformation in business tourism.	
Topic 9.	Sustainable development and ecology in business tourism	
Topic 10.	Social responsibility of the organizer	

		independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).
Modular test		
Form of control: credit		

Technical facilities and/or software The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- working with problem situations (analytical cases, scenario modeling of economic processes).

**Assessment system and requirements.
Table of points awarded to higher education students***

Topics	Ongoing knowledge assessment										Final control		
											Modular test work	Credit**	Total points
		Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessment criteria for a module test in an academic discipline "Business tourism":

When assessing a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);

- a grade of "good" (B) is given for completing 80% of all tasks;

- a grade of "good" (C) is given for completing 70% of all tasks;

- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;

- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;

- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

Final semester assessment for the discipline "Business tourism" is a mandatory form of assessment of student learning outcomes. It is conducted within the timeframe specified by the curriculum and covers the scope of material specified by the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactorily	Unsatisfactorily
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

A 100-point, national and ECTS assessment scale is used to assess the learning outcomes of a higher education student during the semester.

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	Passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	not accepted with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully complete the Business Tourism course:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;

- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course "Business Tourism" involves the assimilation and observance of the principles of ethics and academic integrity, in particular, an orientation towards preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and authorial, not overloaded with quotations, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.

Main literature:

1. Babarytska V. K., Malinovska O. Yu. Tourism Management. Organization of Business Tourism: Textbook. Kyiv: Alterpress, 2021. 248 p.
2. Galasyuk S. S., Nezdoymynov S. G. Organization of exhibition activities: a textbook. Odesa: Astroprint, 2020. 216 p.
3. Moiseeva N. I. Planning and organization of service activities in the MICE sector: textbook. Kyiv: Condor, 2022. 340 p.
4. Rogers T., Davidson R. Marketing Destinations and Venues for Conferences, Conventions and Business Events. 3rd ed. Routledge, 2022. 324 p.
5. Fenich GG Meetings, Expositions, Events, and Conventions: An Introduction to the Industry. 5th ed. Pearson, 2021. 416 p.

Additional literature:

1. Luk'yanova L. G., Doroshenko T. T., Minich I. M. Organization of the hotel industry: textbook. Kyiv: KNTEU, 2019. 624 p.
2. A. P. Golod. Safety in tourism: a manual. Lviv: LDUFK, 2019. 232 p.
3. Swarbrooke J., Horner S. Business Travel and Tourism. 2nd ed. Butterworth-Heinemann, 2020. 420 p.
4. DSTU 4527:2006. Tourist services. Accommodation facilities. Terms and definitions. Kyiv: Derzhspozhyvstandart of Ukraine, 2006.
5. International Etiquette and Protocol: A Textbook / edited by V. P. Pylypenko. Kyiv: Znannya, 2021. 215 p.

Electronic resources:

1. ICCA (International Congress and Convention Association) — International Congress and Convention Association. URL: <https://www.iccaworld.org/>.
2. MPI (Meeting Professionals International) — A global community of meeting industry professionals. URL: <https://www.mpi.org/>.
3. GBTA (Global Business Travel Association) — Global Business Travel Association (analytics and standards). URL: <https://www.gbta.org/>.
4. MICE Ukraine — Information resource about business tourism opportunities in Ukraine. URL: <https://mice.com.ua/>.
5. Skift: Business Travel — Leading analytical publication on news and trends in the global travel market. URL: <https://skift.com/business-travel/>.