اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Principle of Event Management
Course Code:	
Program:	Bachelor of Tourism and Hospitality Management
Department:	Tourism and Hospitality Management
College:	Collage of Business
Institution:	Umm Al Qura University

Table of Contents

A. Course Identification

1. Credit hours:
2. Course type **a.** University ☐ College ☐ Department ■ Others ☐ **b.** Required ☐ Elective ☐
3. Level/year at which this course is offered: Year 2, Semester 4
4. Pre-requisites for this course (if any):
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	24	73%
2	**Blended**		
3	**E-learning**	9	27%
4	**Distance learning**		
5	**Other**		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	33
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	
	Total	33

B. Course Objectives and Learning Outcomes

1. Course Description In this course students will understand the use, application and underlying theory of event and management. The essential elements and best practices in planning, managing, promoting, and evaluating successful events is investigated. The course sets events within the wider context of the travel and tourism industry and exploring their strategic role and impacts for destinations and venues.

2. Course Main Objective
   1.   What is the main purposes for this course?
   • To acquire an understanding of the role and purpose(s) of special events in the organizations.
   • To acquire an understanding of the techniques and strategies required to plan successful special events.

- To acquire the knowledge and competencies required to promote, implement and conduct special events.
- To acquire the knowledge and competencies required to assess the quality and success of special events
- Understand he types of activities and the importance of each type and the stages that the activities go through from implementation
- Knowing how to design and develop an event management plan
- The ability to develop, sponsor and attract the right sponsors for the event and market it properly
- The ability to calculate the potential costs of establishing an event
- Understand the components of events and coordination between stakeholders
- The ability to create an administrative structure, job descriptions, and manage staff and volunteers

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

Based on Curricula Management and Assurance of Learning System (CMALS) adopted at the college of business, the course director will collect students' feedback, external examiners reviews, updated knowledge and industry feedback to continuously develop the course.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	Student will learn how to plan and manage an event	....
1.2	Student will obtain an essential knowledge and skills required for planning and managing event	
1.3	Student will understand how to promote and get sponsors for the event	....
1.4	Student will understand how to financially support an event	....
1.5		....
2	**Skills:**	
2.1	Student's ability to plan and manage an event	....
2.2	Student's ability to evaluate processes and information of the event and visitors	
2.3	Student's ability to find and manage appropriate sponsors	....
2...		
3	**Values:**	
3.1	Student will learn how to work in a team to achieve a successful event	....
3.2	Student will learn how to cooperate with other stockholders to achieve a successful event	
3.3		....
3...		....

C. Course Content

No	List of Topics	Contact Hours

1	Chapter 1: An overview of the event field	3
2	Chapter 2: Creating and designing events - A	3
3	Chapter 3: Creating and designing events - B	3
4	Chapter 4: Marketing and destination branding	3
5	Chapter 5: Event as sponsor investment - A	3
6	Chapter 6: Event as sponsor investment - B	3
7	Chapter 7: Financial management for events 1	3
8	Chapter 8: Financial management for events 2	3
9	Chapter 9: Human resource and volunteers management in events	3
10	Chapter 10: Crowd and Risk Management in events - A	3
11	Chapter 11: Crowd and Risk Management in events - B	3
Total		33

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge and Understanding**		
1.1	Apply theoretical knowledge into the practical world in making decisions and judgments in events management	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	Evaluate the provision and supply of facilities and services for different events.	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	Assess the effectiveness of events management techniques.	Active Learning strategies	Exams Team Work Assignments Course Work
1.4	Understand contemporary issues and trends that have a potential impact on events industry	Active Learning strategies	Exams Team Work Assignments Course Work
2.0	**Skills**		
2.1	Adapt to new situations and demands by applying and/or updating her/his knowledge and skills	Active Learning strategies	Exams Team Work Assignments Course Work
2.2	Demonstrate and apply analytical and critical thinking and synthesis in evaluating a range of contemporary case studies in sustainable events	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Critically evaluate the rationale, scope and tools for sustainable event	Active Learning strategies	Exams Team Work Assignments Course Work
3.0	**Values**		
3.1	Develop and implement financial initiatives based on event objectives through methods such as sponsorship programs, grant applications, and fundraising initiatives.	Active Learning strategies	Exams Team Work Assignments Course Work

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	Plan, design, and coordinate effective site and facility operations.	Active Learning strategies	Exams Team Work Assignments Course Work
3.3	Develop promotional strategies for events	Active Learning strategies	Exams Team Work Assignments Course Work
3.4			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm Exam	7	20%
2	Main Project	10	20%
3	Presentation	11	10%
4	Attendance and Participation	12	10%
5	Final Exam	13	40%
5			

Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

2 hours a week office for counseling and support

All the week through Whatsapp and email

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Jone B, Sebastian K and Robert K (2015) The business of event management 1st edition George G. F. (2012). Meetings, Expositions, Events & Conventions: An Introduction to the Industry. Prentice Hall- Pearson Event Management: For Tourism, Cultural, Business and Sporting Events Paperback – February 16, 2018
Essential References Materials	
Electronic Materials	https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show and smartboard
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Lecturer and head of department	Exams and projects
Extent of achievement of course learning	Lecturer and head of department	Exams and projects
Quality of learning resources	Lecturer and head of department	All textbooks and online materials

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	