DEREE COLLEGE SYLLABUS FOR:	US CREDITS: 3/0/3

HT 4032 EVENT MANAGEMENT FOR THE HOSPITALITY INDUSTRY – LEVEL 6

UK CREDITS: 15

(Updated Fall 2021)

PREREQUISITES:	
CATALOG DESCRIPTION:	Overview of the events industry and of key management components including event organization, marketing and promotion, customer satisfaction and event evaluation. Emphasis on the emergence of the experience industry and the design of the event experience within the hospitality industry.
RATIONALE:	The course focuses on the managerial functions involved in developing and implementing special events (meetings, festivals, conventions, expositions, dinner parties, etc.) in the hospitality industry. It highlights the various forces that impact on events (e.g. demand, trends, etc.) and provides students with knowledge on the events planning process, including financial, staffing, technological, marketing, etc., aspects.
LEARNING OUTCOMES:	As a result of taking this course the student should be able to: 1. Analyse the impact of the external business environment on the planning and the implementation of different types of events and assess their role within the tourism and hospitality industry. 2. Formulate a critical understanding of the process of conceptualization, planning and implementation of events of a varying magnitude and scope and relate this process to specific event management functions. 3. Assess the legacy of events of a varying magnitude to the host community and other stakeholders.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures, interactive learning (class discussions, group work) and practical problem solved in class. ➢ Individual project: The students should develop and propose a plan of a special event related to the tourism and hospitality industry, in which all parameters that influence the success of the event should be taken into account, including the event's legacy. The project is aimed at encouraging students to study and apply widely accepted international standards for planning and executing events, as approved by international associations of events managers or meeting planners, and relate them to specific events management theory frameworks. Examples of such international standards include EMBOK.org, ICCA, IEQF, MPI. ➢ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material. ➢ Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

ASSESSMENT:	Summative:	
	First Assessment: In-class written examination (One-hour closed-book)	**30%**
	Final Assessment: individual written project (3,000-3,5000 words)	**70%**

<table>
<tr><td>Formative:</td><td></td></tr>
<tr><td>Discussions of case studies and other resources</td><td>0%</td></tr>
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The formative assessments aim to prepare students for the summative assessments.
The first assessment tests Learning Outcomes 1 and 2.
The final assessment tests Learning Outcomes 1, 2 and 3.

The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.

INDICATIVE READING:

REQUIRED MATERIAL:

Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2017). *Events Management: An Introduction* (2nd ed.). Oxon: Routledge.

RECOMMENDED READING:

A. BOOKS
- Bowdin, G. A. J., O'Toole W., Harris R. and McDonnell, I. (2011) *Event Management* (3rd ed.), London: Routledge (or latest edition)

- Fenich, G. G. (2015). *Meetings, Expositions, Events & Conventions: An Introduction to the Industry (Global ed.)*(4th ed.). Essex, UK: Pearson Education Limited.

- Getz, D. & Page, S. (2016). *Event Studies: Theory, Research and Policy for Planned Events* (3rd ed.). Oxon, UK: Routledge.

- Goldblatt, J. (2014). *Special events; creating and sustaining a new world for celebration.* USA: Wiley.

B. ARTICLES
- Antchak, V., & Pernecky, T. (2017). Major Events Programming in a City: Comparing Three Approaches to Portfolio Design. *Event Management, 21*(5), 545–561. https://doi-org.acg.idm.oclc.org/10.3727/152599517X15053272359013

- Collins, P., Mulligan, E., & Cawley, M. (2018). Business impacts of event hosting: evidence from the Volvo Ocean Race Finale in Galway 2012. *International Journal of Event & Festival Management, 9*(3), 297–315. https://doi-org.acg.idm.oclc.org/10.1108/IJEFM-07-2017-0042

- Harris, R., & Schlenker, K. (2018). An Exploratory Study of "Best Practice" in Environmentally Sustainable Event Management in Australian Public Events. *Event Management, 22*(6), 1057–1071. https://doi-org.acg.idm.oclc.org/10.3727/152599518X15346132863175

	• Li, S., & McCabe, S. (2013). Measuring the Socio-Economic Legacies of Mega-events: Concepts, Propositions and Indicators. *International Journal of Tourism Research, 15*(4), 388-402. • Sadd, D., & Musikavanhu, R. (2018). A Comparison of Event Impacts: Zimbabwe and the Uk. *Event Management, 22*(2), 199–212. https://doi-org.acg.idm.oclc.org/10.3727/152599518X15173355843352 • Sharp, B., & Finkel, R. (2018). Governing Major Event Legacy: Case of the Glasgow 2014 Commonwealth Games. *Event Management, 22*(6), 903–915. https://doi-org.acg.idm.oclc.org/10.3727/152599518X15346132863238 • Sisson, L. G., & Adams, A.R. (2013). Essential Hospitality Management Competencies: The Importance of Soft Skills. *Journal of Hospitality & Tourism Education*, *25*(3), 131-145. • Young Hoon, K. & Kanokkarn, K. (2018). Finding the Gaps in Event Management Research: A Descriptive Meta-Analysis. Event Management, 22(3), 453–467. https://doi-org.acg.idm.oclc.org/10.3727/152599518X15258922919408
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL: N/A** **RECOMMENDED MATERIAL: N/A**
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	Blackboard, MS Office, search engines
WWW RESOURCES:	https://www.theeventscompany.co.uk https://www.leisuremanagement.co.uk https://www.thebta.org.uk www.alltimefavorites.com https://www.corporateeventsuk.co.uk www.energizeinc.com/art/aorg.html www.eventplanning.net/ www.iaee.com www.nace.net https://espaonline.org
INDICATIVE CONTENT:	1. The Events Industry, Characteristics, Different Event Types 2. Events Tourism Planning 3. Conceptualising the Event 4. Project Management for Events 5. Financial Management and Events0 6. Human Resource Management and Events 7. Marketing Planning for Events 8. Promotion: Integrated Marketing Communication for Events 9. Sponsorship of Events 10. Event Operations and Evaluation 11. Event Impacts and Legacies