

Macao Polytechnic Institute

School of Business

Bachelor of Management

Module Outline

Learning Module	Event Management			Class Code	MGMT0140
Pre-requisite(s)	Nil				
Medium of Instruction	English / Chinese			Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	---	Total Hours	45 hrs

Description

This course extends the application of management knowledge to the specific area of events and facilities management aiming to equip students with skills and working knowledge of facility and event planning, design and management issues that are in keeping with current practices and trends.

Learning Outcomes

After completing the learning module, students will be able to:

1. Introduction and explain different types of field events;
2. Define the planning needs of marketing related issues to different events;
3. Discuss sponsorship and logistics of events;
4. Analyse the marketing planning and communications of events; and
5. Develop depth understanding of an integrated event plan.

Content

Topics	Duration
PART 1 EVENT CONTEXT	
1. An overview of the event field (chapter 1)	3 hrs
2. Perspectives on events (chapter 2)	3 hrs
PART 2 PLANNING	
3. The strategic planning function (chapter 4)	3 hrs
4. Conceptualizing the event (chapter 5)	3 hrs
5. Human resource management and events (chapter 8)	3 hrs
6. Midterm Examination (week 1, 2, 3, 4, 5)	3 hrs
7. Marketing planning for events (chapter 9)	4 hrs
8. Promotion: integrated marketing communication for events (chapter 10)	4 hrs
9. Interim Workshop, Interval Group Project Progress Reporting, Meetings, Reviews & Revision	3 hrs
10. Sponsorship of special events (chapter 11)	3 hrs
PART 3 EVENT OPERATIONS AND EVALUATION	
11. Logistics (chapter 15)	4 hrs
12. Project presentation	3 hrs
13. Overall review & revision	3 hrs
14. Final Examination	3 hrs
Total	45 hrs

Teaching Method

This course is delivered through a series of lectures which provide a detailed description of the theoretical background of event management. The course has class activities, exercises, case studies and discussions, and may incorporate multimedia resources such as Canvas, videos and websites to support students' learning.

Teaching & Learning Activities (TLAs)

This course is primarily conducted by class lectures and several interactive teaching learning activities on the basic knowledge and realistic practical understanding and references for the course.

In addition to reading materials in the text, student engagements students are encouraged. Students are invited to share / draw the real world examples and local events applying to the learned concepts and principles. Teams are formed for class exercises and discussions of the chapters; quiz is conducted to track students learning processes. Mid-term test is used to assess students commitment and learning progress. A final examination is used to assess students' overall performance at the end of the course. Group Project enables students / teams to integrate learned topics and comprehend for developing a strategic event plan to include the course context and relevant materials through group work. The teams requires to perform oral presentation to highlighted contents of the developed project output.

A series of Q&As, in-class discussions, quizzes, assignments and test would be used to assess students' understanding of the course materials, as well as to monitor students' progress and commitment to the course.

TLA1: foundation knowledge is delivered primarily by lectures with power-point slides on event concepts.

TLA2: Quizzes and assignments/exercises will be adopted. Interactive sharing and discussions are part of the class activities are highly advocated. Latest emerging issues and event news are alerted for learning and debates in order to generate student's critical thinking and perspectives of the course knowledge.

TLA3: Students will be assigned homework or tasks for searching additional practical cases and examples for sharing and group learning from multi-media and various sources from the internet. Incentives given are based on individual and teams involvement in class activities for active learning (not passive participation).

In order to achieve the outcome of this course, students are expected to perform the following learning tasks:

- Pre-reading of the chapter topic for the weekly lecture
- Participate in-class interactive exercises and brainstorming discussions
- Post class revision and update from Canvas for extended pertinent readings and references
- Review and work on exercises after class to expand deeper self learning
- Well prepare for quiz, tests and final exam
- Interval project group meetings for the Project assignment
- Seek consultation from instructor for controversial issues and emerging themes

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”.

Assessment

This learning module is graded on a 100 point scale, with 100 being the highest possible score and 50 being the passing score.

	Item	Description	Percentage
1.	Participation	Class participation, exercise, quiz, discussions and assignments	10%
2.	Mid-term test		20%
3.	Group Assignment		20%

	Item	Description	Percentage
4	Final Examination		50%

Total Percentage: 100%

Plagiarism Policy

It is student's responsibility to ensure that her/his assignment has been checked by *Turnitin* software, and the similarity score given by *Turnitin* software cannot be higher than 30%. However, a special case can be determined by the instructor.

Teaching Material(s)

Textbook:

1. Allen, J., Harris, R., Jago, L., Tantrai, A., Jonson, P. and D'Arcy, E., 2019. Festival and Special Event Management, Essentials Edition . John Wiley & Sons.

Reference

Reference book(s)

1. Joe Goldblatt 2014, 7th Ed., Special Events: Creating and Sustaining a New World for Celebration, Wiley & Sons.
2. J. Beech, S. Kaiser, R. Kaspar 2014, The Business of Events Management, Pearson.
3. Malcolm Foley, David McGillivray and Gayle McPherson 2012, Special events Management, Abingdon, New York Routledge.
4. Glenn McCartney 2010, Event Management, McGraw-Hill.
5. Jeff Wrathall, Abby Gee 2011, Event Management: Theory and Practice, SIT12, McGraw Hill.
6. Nicole Ferdinand and Paul J. Kitchin 2017, 2nd Ed., Events Management, An International Approach, Sage.

Alignment of Program and Module Intended Outcomes

PILOs	MILOs
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	MILOs 1,2 & 5
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	MILOs 2, 3 &4
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.	MILOs 3&4
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.	
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.	