



Course Specifications

Course Title:	EVENT MANAGEMENT
Course Code:	ADMN 311
Program:	Bachelor In Business Administration
Department:	Business Administration
College:	Business Administration
Institution:	Jazan University

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A. Course Identification

1. Credit hours: 3 Hours			
2. Course type			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input type="checkbox"/>	Elective <input type="checkbox"/>	
3. Level/year at which this course is offered: Level 7			
4. Pre-requisites for this course (if any): NA			
5. Co-requisites for this course (if any):NA			

6. Mode of Instruction (mark all that apply)

Percentage	Contact Hours	Mode of Instruction	No
100%	33	Traditional classroom	1
		Blended	2
		E-learning	3
		Distance learning	4
		Other	5

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	33
2	Laboratory/Studio	
3	Tutorial	
4	Others (Revision + Exam)	3
	Total	36

B. Course Objectives and Learning Outcomes

1. Course Description <p>The demands of an event manager are far greater than one expect. The aim of this course is to assist the students in their career to become an event manager of the highest caliber.</p>
2. Course Main Objective <p>1- To acquaint the students with the dynamic nature and interdependent aspects of Event Management. 2- To develop analytical skills among the students to prepare them to pursue suitable career in Event Industry.</p>



3. Course Learning Outcomes

By the end of the semester the students will be able to:

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Describe the main concepts and elements of Event Management.	K1
1.2	Demonstrate knowledge and ability to identify risk areas and evaluate safety measures	K2
2	Skills :	
2.2	Apply Tools and Techniques to analyse financial management in events	S1
2.1	Design an Event Proposal	S2
3	Values:	
3.1	Collaborate in a team to manage event projects to serve the community	V2

C. Course Content

No	List of Topics	Contact Hours
1	UNIT -1 Event Management & Planning: Introduction, Types of Events, Concept and Design,	3
2	UNIT -1 Event Management & Planning: Aims and Objectives of the Event, Design or Key	3
3	UNIT -1 Event Management & Planning: Steps for Event Management and Planning.	3
0	Students Self Study	0
4	UNIT -2 Financial Management: Event Planning, Event Proposal, Use of Planning Tools, Budget of the Event, Financial Control Systems.	3
5	UNIT -2 Financial Management: Use of Planning Tools, Budget of the Event, Financial Control Systems	3
6	UNIT -2 Financial Management: Budget of the Event, Financial Control Systems	3
0	Student Self Study	0
7	UNIT -3 Event Staffing & Event Staging: Developing organizational charts, Preparing Job descriptions	3
8	UNIT -3 Event Staffing & Event Staging: Selecting, Training the staff, Managing Volunteers, Selecting the Event Site, organizing logistics, Services.	3
9	UNIT -3 Event Staffing & Event Staging: Accommodations, Conducting rehearsals & Catering Management	3

0	Student Self Study	0
10	UNIT -4 Event Safety, Risk management & Event Feedback: Event Safety and Security, Protocol, Crowd Management & Evacuation, Monitoring, Planning for Potential risk and managing risk and Event Feedback	3
11	Revision of all 4 Units & Final Exams	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	Describe the main concepts and elements of Event Management.	<ul style="list-style-type: none"> • Lectures • Discussions 	<ul style="list-style-type: none"> • MCQ • Essay • Observation

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.2	Demonstrate knowledge and ability to identify risk areas and evaluate safety measures	<ul style="list-style-type: none"> Lectures Case studies 	<ul style="list-style-type: none"> MCQ
2.0	Skills		
2.1	Apply Tools and Techniques to analyse financial management in events	<ul style="list-style-type: none"> Lectures Discussions 	<ul style="list-style-type: none"> MCQ Observation
2.2	Design an event proposal	<ul style="list-style-type: none"> Problem Solving Case studies 	Essay
3.0	Values		
3.1	Collaborate in a team to manage event projects to serve the community	<ul style="list-style-type: none"> Group discussions 	<ul style="list-style-type: none"> Essay MCQs

2. Assessment Tasks for Students

Percentage of Total Assessment Score	Week Due	*Assessment task	#
5%	Weekly	Quiz 1	1
5%	Weekly	Quiz 2	2
10%	Weekly	Class work and Participation	3
30%	Week 7	Midterm 1	4
50%	Week 12	Final exam	5
100%		Total	6

*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 :

Faculty members are required to set and announce their office hours, at their offices, during lectures, via course outlines and via department website and via e-learning sites.

Faculty members required to arrange extra hours for gifted students or program for low achievers.

Faculty members required to maintain proper contact with students through Email.



F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Hall, C. Event Management & Planning Belhaven Press, London, UK 2006 Dimitri Tassiopoulos, Greg Damster Event Management : A Professional and developmental approach JutaAcademics 2007
Essential References Materials	Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily. • Courseware: Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor's methodological text. Such documentation will typically be posted regularly.
Electronic Materials	<ul style="list-style-type: none"> • www.decalibrary.org • www.ipl.org • www.lisa.lsbu.ac.uk
Other Learning Materials	<ul style="list-style-type: none"> • http://www.emeraldinsight.com/insight • http://www.en.wikipedia/wiki/listof_management_topics

2. Facilities Required

Resources	Item
Classrooms to facilitate student engagement, collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> • Movable tables and chairs conducive to group discussion and group work. • Good lighting control. 	Accommodation Classrooms, laboratories, demonstration ().rooms/labs, etc
- Smart classroom equipment including data show. - Instructor station with Tablet PC-like technology.	Technology Resources).AV, data show, Smart Board, software, etc(
Due to pandemic the classes are taken by online through blackboard system	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	Students	Indirect (questionnaires)



Extent of achievement of course learning	Faculty (independent member teaching staff)	Direct (locally developed exams)
Quality of learning resources	Faculty	Indirect

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	Department Council
Reference No.	2301-09-ADMN311
Date	13/10/2022