



Course Specification

— (Bachelor)

Course Title: Event Management
Course Code: ADMN 311
Program: Bachelor in Business Administration
Department: Business and Marketing
College: College of Business
Institution: Jazan University
Version: <i>Course Specification Version Number</i>
Last Revision Date: <i>Pick Revision Date.</i>



Table of Contents

A. General information about the course:.....	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods.....	4
C. Course Content	4
D. Students Assessment Activities	5
E. Learning Resources and Facilities.....	5
F. Assessment of Course Quality	5
G. Specification Approval	6



A. General information about the course:

1. Course Identification

1. Credit hours: (3)

2. Course type

A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others

B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (7th level/3rd year)

4. Course general Description:

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.

5. Pre-requirements for this course (if any):

N/A

6. Co-requisites for this course (if any):

N/A

7. Course Main Objective(s):

- 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.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
4	Distance learning		



3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	33
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		33

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe the main concepts and elements of Event Management.	K1	<ul style="list-style-type: none"> ■ Lectures ■ Group discussions ■ Individual and collaborative activities ■ Pair and group discussions 	<ul style="list-style-type: none"> ■ Midterms ■ Final exam ■ Quizzes ■ Class participation ■ Assignments
1.2	Demonstrate knowledge and ability to identify risk areas and evaluate safety measures	K2	<ul style="list-style-type: none"> ■ Lectures ■ Group discussions ■ Individual and collaborative activities ■ Pair and group discussions 	<ul style="list-style-type: none"> ■ Midterms ■ Final exam ■ Quizzes ■ Class participation ■ Assignments



Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
...				
2.0	Skills			
2.1	Apply Tools and Techniques to analyse financial management in events	S1	<ul style="list-style-type: none"> ■ Lectures ■ Group discussions ■ Individual and collaborative activities ■ Pair and group discussions 	<ul style="list-style-type: none"> ■ Midterms ■ Final exam ■ Individual Assignments ■ Group Assignment
2.2	Design an Event Proposal	S2	<ul style="list-style-type: none"> ■ Lectures ■ Group discussions ■ Individual and collaborative activities ■ Pair and group discussions 	<ul style="list-style-type: none"> ■ Midterms ■ Final exam ■ Individual Assignments ■ Group Assignment
...				
3.0	Values, autonomy, and responsibility			
3.1	Collaborate in a team to manage event projects to serve the community	V2	<ul style="list-style-type: none"> ■ Individual problem-solving activities ■ Pair and group discussions and activities 	<ul style="list-style-type: none"> ■ Class participation ■ Observation ■ Individual Assignments ■ Group Assignment
3.2				
...				

C. Course Content

No	List of Topics	Contact Hours
----	----------------	---------------



1.	UNIT -1Event 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 -1Event Management & Planning: Steps for Event Management and Planning.	3
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
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
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. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%
4.	Final exam	Week 12 & 13	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Hall, C. Event Management & Planning Belhaven Press, London, UK 2006
-----------------------------	--

	Dimitri Tassiopoulos, Greg Damster Event Management : A Professional and developmental approach Juta Academics 2007
Supportive References	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	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	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.
Technology equipment (projector, smart board, software)	<ul style="list-style-type: none"> ■ Smart classroom equipment including data show. ■ Instructor station with Tablet PC-like technology. ■ Multiple electronic display surfaces (LCD projectors, etc.). ■ Reliable network connectivity. ■ Laptop connection for instructor and student hook ups. ■ Electrical Outlets.
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of	Program Leader, External evaluator	Direct





Assessment Areas/Issues	Assessor	Assessment Methods
Students assessment		
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING
REFERENCE NO.	2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3
DATE	12-09-2024

