

# Syllabus

## *Course Description*

Course Title	Event Management and Planning
Course Code	30182
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	Italian
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	<p>The course refers to the complementary educational activities. The course starts with a broad introductory overview of the event industry and its impacts. It then places emphasis on the administrative processes involved in the management of events; its aim is to provide students with the necessary skills to organise and manage events. The course analyses also the way human and technical resources are employed to achieve the determined outcome of an event.</p> <p>On completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the key features of planning an event;</li> <li>• Explore and evaluate the business and management factors to be considered in the successful organisation of an event;</li> <li>• Identify the various sectors of the events industry</li> </ul>

	<p>and explore their specific implications from a managerial perspective;</p> <ul style="list-style-type: none"> <li>• Apply project management skills in a practical sense with the use of several event management and project management software packages.</li> </ul>
<b>Course Topics</b>	
<b>Keywords</b>	
<b>Recommended Prerequisites</b>	
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	
<b>Mandatory Attendance</b>	-
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>Knowledge and understanding</p> <p>MANAGEMENT</p> <p>of business management theories</p> <p>of business organisation in different contexts</p> <p>of the organisation and management of human resources</p> <p>of the iteration between different management functions</p> <p>the nature and purpose of the tourism, sports and events industry, their activities, business systems and the tools required for their management</p> <p>the management of marketing information flows and its functions in the consumer market (including behavioural sciences, market research, destination marketing)</p> <p>enterprise strategies and basic business models</p> <p>of the main strategic planning tools and their appropriate and context-dependent use</p> <p>of leadership theory and methods</p> <p>of sustainable tourism management in an international context</p> <p>the current dynamics of international competitiveness in the tourism market</p> <p>of concepts, models and techniques for analysing current issues in sport</p> <p>of the management of sport in an international context</p> <p>the peculiarities of the world of sport in order to improve the management of sport in today's society.</p> <p>"Ability to apply knowledge and understanding</p> <p>"</p>

	<p>MANAGEMENT</p> <p>different aspects of management theories to the service sector</p> <p>analysing internal and external business problems and offering possible solutions</p> <p>personnel management in different organisational contexts</p> <p>reviewing the management of the organisation as separate functions and as a whole</p> <p>differentiating the roles and characteristics of the various players in the tourism, sports and events sector</p> <p>use and consolidation of information and resources available to determine the differences in the various tourism and sports management systems</p> <p>determining the value of different stakeholders and strategies in tourism and sport and understanding the impact on the performance of the various management systems</p> <p>evaluation of different digital marketing approaches</p> <p>management principles to companies of different sizes and in different contexts</p> <p>industry analysis, competitive analysis and analysis of the business environment in different sectors</p> <p>support for strategic and operational decision-making using basic planning tools and scenarios</p> <p>human resources development and guidance</p> <p>creation of a winning soft skills proposition for new initiatives</p> <p>identification of potential talent on the market</p> <p>operational and strategic business decision support in sports infrastructure</p> <p>sports infrastructure management</p> <p>project management through the use of different software for event organisation and project management</p> <p>exploitation of local opportunities and resources on the international events market</p> <p>communication in the tourism sector in intercultural working environments</p> <p>sports market segmentation, targeting and product positioning</p> <p>contributing to the development of marketing mix strategies and tools in marketing through sport and the marketing of sport</p> <p>development and marketing of sponsorship proposals.</p> <p>critical thinking in relation to current sports management practices, including evaluating the evolution of the sports market.</p>
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	<p>Autonomy of judgement</p> <p>identify the most relevant variables to be used in making decisions in complex situations;</p> <p>report analytically and critically on information, empirical evidence and data to make appropriate economic-managerial decisions;</p> <p>evaluate the most suitable analysis tools, both quantitative and qualitative to assist decision-making;</p> <p>Communication skills</p> <p>Graduates of the Tourism, Sport and Events Management degree course will develop communication and presentation skills to explain, argue and summarise, in a professional context, the complex interdisciplinary issues of the tourism, sport and events sector.</p> <p>The achievement of this objective will be assessed by means of written examinations, individual and group assignments as well as the final dissertation.</p> <p>Learning ability</p> <p>ability to find the information required to keep abreast of changes in the service sector in general and in the tourism, sports and events sector in particular;</p> <p>ability to find and make use of information from databases, research studies, laws, regulations and standards that are applied in professional life;</p> <p>ability to analyse, critically evaluate and integrate data, information and experience;</p> <p>ability to develop possible solutions for economic and management problems in the operational contexts of reference to the graduates' occupational outlets.</p>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	
<b>Evaluation Criteria</b>	
<b>Required Readings</b>	
<b>Supplementary Readings</b>	

Further Information	
Sustainable Development Goals (SDGs)	