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	dr. Massimo Morellato, Massimo.Morellato@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47534
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	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. On completion of this course, students should be able to: • Understand the key features of planning an event; • Explore and evaluate the business and management factors to be

	considered in the successful organisation of an event; • Identify the various sectors of the events industry and explore their specific implications from a managerial perspective; • Apply project management skills in a practical sense with the use of several event management and project management software packages.
Course Topics	The main topics covered in the course will be: 1. Impacts of events 2. Project management and project selection 3. Production Planning 4. Event Logistics 5. Risk Management and Health & Safety 6. IT and Event Planning Software 7. Sponsorship and Grants 8. Event Evaluation
Keywords	conceptualizing events, design and delivery, post event evaluation, feasibility study, impacts and legacies
Recommended Prerequisites	none
Propaedeutic Courses	
Teaching Format	Frontal lectures, class discussion, problem solving; in person
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of corporate organization in different contexts ILO 1.2 of the main strategic planning tools and their appropriate and context-dependent use ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Review of organisational management as separate functions and as a whole ILO 2.2 Differentiation of the roles and characteristics of the various players in the tourism, sport and events sector ILO 2.3 Determination of the value of the various stakeholders and strategies in tourism and sport and understanding of the impact on the performance of the various management systems. ILO 2.4 Analysis of the sector, analysis of the competition and analysis of the business environment in different sectors

	ILO 2.5 Project management through the use of various software for event organisation and project management ILO 3 - Independent judgement ILO 3.1 Reporting analytically and critically on information, empirical evidence and data in order to make appropriate economic and managerial decisions ILO 4 - Independent judgement (Communication skills) ILO 4.1 Graduates of the degree course in Tourism, Sport and Event Management 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. ILO 5 - Learning skills (framework A4c) ILO 5.1 ability to find the information necessary to keep up with changes in the service sector in general and in tourism, sport and events in particular
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	ATTENDING STUDENTS: One group presentation during the semester (30%); final written exam (70%). Results of the group presentations are valid for the academic year only in which these activities have taken place and results of these activities cannot be carried over beyond that time frame. The presentation during the semester will require students to work in a group to prepare a report based on the preparation of a business and organizational plan for an event and will discuss the techniques to be adopted for the planning and organizing of such event. On the day of the presentation, groups will be asked to provide the lecturer with a printed copy of the slides and additional material such as WBS, Gantt Chart, Risk Minimization Plan, evaluation questionnaire. (ILOs 2.3, 2.5, 3.1, 5.1)

	The final written exam consists of closed and open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to apply these concepts in the planning and management of events. (ILOs 1.1, 1.2, 2.1, 2.2, 2.4, 4.1) The final written exam will last 90 minutes. NON-ATTENDING STUDENTS: Final written exam 100% The written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to apply these concepts in the planning and management of events. (ILOs 1.1, 1.2, 2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 4.1, 5.1) The final written exam will last 120 minutes.
Evaluation Criteria	ATTENDING STUDENTS: Points to the group assignments (business plan) will be granted upon the group's ability to use project management, logistic, risk management, sponsorship and evaluation concepts and tools in the planning process of events. Points to the group presentations will be granted upon the group's ability to explain, discuss and synthesise in own words theoretical concepts and to apply them to the planning of events. The final written exam will be divided into 2 parts: questions in part 1 will mainly require exercises, brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required. NON-ATTENDING STUDENTS: The final written exam will be divided into 3 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will mainly require knowledge on technical facts. Questions in part 3 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required.
Required Readings	Johnny Allen, Leo Jago, Robert Harris, Andrew Tantrai, Paul

	Jonson (2020). Festival and Special Event Management. (Essentials Edition). J Wiley & Sons, Brisbane. Additional readings and case studies will be provided during lectures and posted on Reserve Collection.
Supplementary Readings	Additional readings and case studies will be provided during lectures and posted on Reserve Collection.
Further Information	enjoy the course
Sustainable Development Goals (SDGs)	Quality education, Decent work and economic growth, Partnerships fot the goals, Sustainable cities and communities, Responsible consumption and production, Reduced inequalities