

Course Code	Course Name	Semester	Theoretical	Practical	Credit	ECTS
PRL4523	<b>Event Management</b>					6
<b>Basic information</b>						
<b>Language of instruction:</b>	English					
<b>Type of course:</b>						
<b>Course Level:</b>						
<b>Mode of Delivery:</b>	Face to face					
<b>Course Coordinator :</b>						
<b>Course Lecturer(s):</b>						
<b>Course Objectives:</b>	This course provides students with hands-on experience in the operation, coordination, and management of special events. Students will develop management skills and experience in planning and execution of a world class event					
<b>Learning Outcomes: Upon successful completion of this course, students will:</b>						
<p>The students who have succeeded in this course;</p> <ol style="list-style-type: none"> <li>1) The student will learn how to formulate event strategies.</li> <li>2) The student will learn how to handle small or large events.</li> <li>3) The student will learn leadership skills and managing team.</li> <li>4) The student will learn how to handle emergency situations and their solutions.</li> <li>5) Student will know how to budgeting in organizing event and know the sources of funds.</li> <li>6) Student will know how to work on a team for productivity. (different types of events)</li> <li>7) Student will learn the ethical behavior practices in the event management.</li> <li>8) Students will be able to identify the project stakeholders and build a “politically correct” action plan to satisfy the stakeholders.</li> <li>9) The student will learn computer application In event Industry</li> <li>10) Students will be able to analyze and manage the risks of an event</li> </ol>						
<b>Course Content</b>						
By explaining all steps of event management, students can organize their own events at the end of this lesson.						
<b>Weekly Detailed Course Contents</b>						
Week	Subject	hrs				
1)	Introduction to Event Management					
2)	Strategic event management					
3)	Event planing, team managment, leader					
4)	Event safety and security					
5)	Cultural differences					
6)	Special events, research & planning Types and category,					
7)	Presentation of the group works and discussion.					

8)	Event accounting	
9)	Event laws, licenses, ethical dimension, contracts	
10)	Using Technology in event management	
11)	Risk management	
12)	Case Studies of event management	
11)	Presentation:Your Dream Event	
12)	General review	

**Sources**

<b>Course Notes / Textbooks:</b>	Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events by Judy Allen (2000)
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**References:**

**Evaluation System**

Semester Requirements	Number of Activities	Level of Contribution				
Homework assignment	1	20%				
Midterms	1	30%				
Final	1	50%				
<b>total</b>		<b>100%</b>				
PERCENTAGE OF SEMESTRE WORK		50%				
PERCENTAGE OF FINAL WORK		50%				
<b>total</b>		<b>100%</b>				

**ECTS / Workload Table**

Activities	Number of Activities	Duration (Hours)	Workload			
Course Hours	14		42			
Presentations/seminars	13		13			
Midterms	6		6			
Final	15		30			
<b>Total Workload</b>			<b>91</b>			

**Contribution of Learning Outcomes to Programme Outcomes**

	No Effect	1 Lowest	2 Low	3 Average	4 High	5 Highest