

Course Syllabus

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| 1. Program of study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/ Institute/ College | Mahidol University International College |
| 2. Course code | ICTM 310 |
| Title | Event Management |
| 3. Number of Credits | 4 (3-2-7) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Required Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 25 |

8. Course description

Planning, organizing, and managing event activities and the event environment, the industry's stakeholders, event infrastructure, marketing, human resources, contingency planning, legal issues, strategic management, and research, analysis and evaluation.

9. Objectives

After successful completion of this course, students will be able to:

- 9.1 Explain the economic impacts generated by the event industry
- 9.2 Make discussions regarding the project phases, and strategies used for each of the phases.
- 9.3 Describe the roles of a Professional Congress Organizer (PCO), and review the competitive environments of PCOs
- 9.4 Develop Work Breakdown Structure (WBS) and Gantt chart
- 9.5 Analyze and manage the risks of an event
- 9.6 Identify the project stakeholders and build a “politically correct” action plan to satisfy the stakeholders

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	<ul style="list-style-type: none"> • Introduction • Event Management in general 	3	2	7	Chantradoan, N.
2	<ul style="list-style-type: none"> • Meaning of MICE/ impacts of Event tourism • Project Planning Process and Lifecycle 	3	2	7	
3	<ul style="list-style-type: none"> • Workshop: Generating Idea for project • Planning events 	3	2	7	
4	Presentation 1: Your Dream Event	3	2	7	
5	<ul style="list-style-type: none"> • Gantt Chart and Work Breakdown Structure • Needs analysis and Feasibility study 	3	2	7	
6	<ul style="list-style-type: none"> • Project proposal and budget • Presentation 2: Bidding presentation 	3	2	7	
7	<ul style="list-style-type: none"> • Stakeholder Management • Sponsorship Management & Revenue generation 	3	2	7	
8	<ul style="list-style-type: none"> • Human resources management • Workshop: Terminating volunteers 	3	2	7	
9	Project launch	3	2	7	
10	<ul style="list-style-type: none"> • Risk management • Venue selection 	3	2	7	
11	<ul style="list-style-type: none"> • Impact assessment • Workshop: Project Evaluation 	3	2	7	
	Total	33	22	77	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1. Lectures
- 11.2. Discussion
- 11.3. In-class exercises
- 11.4. Practicum
- 11.5. Self-study

12. Teaching Media

- 12.1. LCD overhead projector
- 12.2. PowerPoint
- 12.3. Multimedia resources
- 12.4. Handouts
- 12.5. Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in explaining the economic impacts generated by the event industry
- 13.2 the ability in making discussions regarding the project phases, and strategies used for each of the phases.
- 13.3 the ability in describing the roles of a Professional Congress Organizer (PCO), and reviewing the competitive environments of PCOs
- 13.4 the ability in developing Work Breakdown Structure (WBS) and Gantt chart
- 13.5 the ability in analyzing and managing the risks of an event
- 13.6 the ability in identifying the project stakeholders and build a “politically correct” action plan to satisfy the stakeholders

Student’s achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Students must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. In-class participation	5%
2. Project/ field study participation	5%
3. Gantt chart and WBS	10%
4. Assignments	20%
5. Quizzes	10%
6. Presentation 1	10%
7. Presentation 2	10%
8. Final exam	30%
Total	100 %

Course Evaluation

- 14.1. Students’ achievement as indicated in number 13 above.
- 14.2. Students’ satisfaction towards teaching and learning of the course using questionnaires.

14. Reference (s)

Fenich, G. (2005). *Meetings, Expositions, Events, and Conventions: An introduction to the industry*. New Jersey: Pearson Prentice Hall.

Getz, D. (1997). *Event Management & Event Tourism*. New York: Cognizant Communication Corporation.

Montgomery, R. J. and Strick, S. K. (1995). *Meetings, Conventions, and Expositions: An Introduction to the Industry*. New York: John Wiley & Sons, Inc.

Weber, K. and Chon, K. (2002). *Convention Tourism. International Research and Industry Perspectives*. New York: The Haworth Hospitality Press.

15. Instructor (s)

Ms. Naphawan Jane Chantradoan
Lecturer
Travel Industry Management Division
Mahidol University International College

17. Course Coordinator

Ms. Naphawan Jane Chantradoan
Lecturer
Travel Industry Management Division
Mahidol University International College
Tel. +66 (0) 2441-4090 ext. 1760
Fax +66 (0) 2441-9745
Email icnaphawan@mahidol.ac.th

18. Additional Information

Class project

- Class Project for this trimester, students will be assigned to organize an event in week 9.
- More information will be discussed in class later on.

Assignments (20% in total)

Students will work individually. Details of each assignment will be given in class.

- General paper format:
 - Up to 2 single-sided pages. The text should be single-spaced.
 - Font Type: Times New Roman, size 12 point.
 - References must be listed immediately following the conclusion of the paper.
 - Use APA style (<http://www.apastyle.org/>).
- Submission of the paper
 - Hard copy only
 - Plagiarism will give F for the class

Project presentations (10 % each)

Students will work in pairs.

1. Your dream event, students are encouraged to fully use your imagination and creativity to present a theme festival. Your duty is to make the audiences believe in the festival spirit.

2. Bidding presentation, students must draw the attention from the audiences, and create the overall pictures of the event, the theme, the activities, and procedure in the audiences mind. In the bidding presentations, students are required to dress in business attire.

There is no need for everyone in the group to speak, you can use whatever presentation techniques and styles to make your presentation most attractive and interesting.

- Requirements
 - The presentation should be no longer than 30 minutes
- Grading
 - Style
 - Visual aid
 - Persuasiveness
 - Detail information