

<b>Course Unit Title:</b>	Event Management
<b>Course Unit Code:</b>	TSM 202
<b>Type of Course Unit: (Compulsory/Optional)</b>	Optional
<b>Level of Course Unit: (first, second or third cycle)</b>	Bachelor (1 <sup>st</sup> Cycle)
<b>Year of Study:</b>	2
<b>Semester when the unit is delivered:</b>	4
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA
<p><b>Learning Outcomes of the course unit:</b>  Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate the principles of event management and analyze the opportunities and challenges in managing events.</li> <li>• Assess the importance of event tourism strategies for destinations.</li> <li>• Evaluate and analyze the planning, development, management and implementation of various types of events (i.e., festivals, entertainment events, corporate events, cultural events, sports events, press events, events for the launching of a new product ).</li> <li>• Discuss the planning, development, management and implementation of various types of events through case studies.</li> <li>• Demonstrate creative problem solving by expressing practical experience of work in the event industry.</li> <li>• Manage working in a group to deliver a common writing and develop new management and behavioral skills.</li> </ul>	
<b>Mode of Delivery:</b>	Face- to- face
<b>Prerequisites and co-requisites:</b>	None
<b>Recommended optional program components:</b>	None

<p><b>Course Contents:</b></p> <p><b>Objective:</b>  The course aims to provide knowledge regarding the formulation of strategies for managing events and familiarize students with the organization of events and their operations. The course introduces students to events and to clarify the significance of events for tourism and supplies knowledge regarding the planning, organizing and evaluation of events. Finally, the course underlines the importance of marketing tools and the integrated marketing communications (with special emphasis on public relations) for the successful communication and organization of events.</p> <p><b>Description:</b>  Areas to be covered are: introduction to event studies, event management and event tourism; event management: practice and professionalism; planning events; site planning, operations and logistics; destination planning and marketing for event tourism; the event experience, programming, and quality; production, organization and coordination of events; human resources management in events; securing resources, sponsorship and financial management; safety, health, risk management and security; marketing management of events; communication, public relations and sales and evaluation and impact assessment.</p>					
<p><b>Required or Recommended Reading:</b></p>	<p>Getz, D.: EVENT MANAGEMENT AND EVENT TOURISM, New York: Cognizant Communication Corporation.</p> <p>Bowdin, G. et al: EVENTS MANAGEMENT, Oxford: Butterworth-Heinemann.</p> <p>Conway, D.G.: THE EVENT MANAGER’S BIBLE: THE COMPLETE GUIDE TO PLANNING AND ORGANISING A VOLUNTARY OF PUBLIC EVENT, Oxford: How To Books LTD.</p> <p>Getz, D: EVENT STUDIES: THEORY, RESEARCH AND POLICY FOR PLANNED EVENTS (EVENTS MANAGEMENT), Oxford: Butterworth-Heinemann.</p> <p>Shone, A., Parry, B.: SUCCESSFUL EVENT MANAGEMENT, Hampshire: Cengage Learning.</p>				
<p><b>Planned learning activities and teaching methods:</b></p>	<table border="1"> <tr> <td>Class Instruction</td> <td>42 Hours</td> </tr> <tr> <td>Consultation/Case Study /Visits</td> <td>15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation/Case Study /Visits	15 Hours
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<b>Assessment methods and criteria:</b>	<table border="1"> <tr> <td data-bbox="617 205 1161 254">Examinations</td> <td data-bbox="1161 205 1388 254">60%</td> </tr> <tr> <td data-bbox="617 254 1161 302">Case Study: Written Report</td> <td data-bbox="1161 254 1388 302">30%</td> </tr> <tr> <td data-bbox="617 302 1161 350">Class and Industrial Participation</td> <td data-bbox="1161 302 1388 350">10%</td> </tr> <tr> <td data-bbox="617 350 1388 394"></td> <td data-bbox="1161 350 1388 394">100%</td> </tr> </table>	Examinations	60%	Case Study: Written Report	30%	Class and Industrial Participation	10%		100%
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<b>Language of Instruction:</b>	English								
<b>Work Placement(s):</b>	No								
<b>Place of Teaching:</b>	Regular Classroom European University Cyprus, Nicosia								