



مركز الاعتماد
وإضمان الجودة
ACCREDITATION & QUALITY ASSURANCE CENTER



The University of Jordan

Accreditation & Quality Assurance Centre

Course Syllabus

Event Management

1	Course title	Event Management
2	Course number	2603222
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	N/A
5	Program title	BA in Tourism Management
6	Program code	31
7	Awarding institution	University of Jordan
8	Faculty	Faculty of Archaeology and Tourism
9	Department	Tourism management
10	Level of course	2
11	Year of study and semester (s)	2016/2017 first term
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	N/A
14	Language of Instruction	English
15	Date of production/revision	Sept 2016

16. Course Coordinator:

Dr. Nour Alokaily
n.okaily@ju.edu.jo
 11-12 AM Sunday/Tuesday/Thursday

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

18. Course Description:

Events as artefacts of human culture that have only recently developed into a fast-growing and influential industry, which promises many positive outcomes if effectively managed. Therefore, special attention is given to the process of planning, coordinating, marketing, management and evaluation of events. This course will also explore the theories and practices relevant to successful event planning for host community and tourists

19. Course aims and outcomes:

A- Aims: This course aims to introduce students to event management.
B- Intended Learning Outcomes (ILOs): After successful completion of this course, students will be able to:
1. Develop understanding of event management industry and the different types of event.
2. Be aware of event characteristics and event significances in tourism.
3. Develop understanding of a range of theoretical perspectives that can be applied to improve events planning, organization and implementation.
4. Be aware of the positive and negative impacts of event.
5. Propose and evaluate solutions to problems arising in a professional events planning context.
6. Identify the differences between meetings, incentives, conventions, and exhibitions.

20. Topic Outline and Schedule:

Topic	Week	Achieved ILOs	Evaluation Methods
Definitions and Types of Event	Week 1	Lecture and discussion	
Characteristics of Events	Week 2	Lecture and discussion	
The Impacts of Event	Week 3	Lecture and discussion	
Importance of Event Management	Week 4	Lecture and discussion	
Mid-Term Exam	Week 5		Exam
Event Management Process: Decision	Week 6	Lecture and discussion	
Event Management Process: Planning	Week 7	Lecture and discussion	
Event Management Process: Implementation	Week 8	Lecture and discussion	
Event Management Process: Evaluation	Week 9	Lecture and discussion	
Legal and Ethical Issues	Week 10	Lecture and discussion	
MICE industry	Week 11	Lecture and discussion	
Revision	Week 12	Lecture and discussion	
Final exam	Week 13		Exam

21. Teaching Methods and Assignments:

<p>Lecturing, discussions, group work and researches.</p> <ul style="list-style-type: none"> • Assignment: Plan & Conduct a Special Event This assignment involves the planning and carrying out of a special event during the semester. The assignment will be undertaken as a group of 3 person project. Students should prepare a brief proposal stating the type of event planned, purpose of the event, target audience, facilities/equipment needed, estimated costs and sources of income and time schedule for major tasks and activities. • Details on the assignment structure are: <ol style="list-style-type: none"> 1. All pages except the Title Page should be appropriately numbered. 2. All facts /theories/quotations should be referenced using the Harvard System. 3. Word count should be a MINIMUM of 2.000 words, EXCLUDING Appendices and diagrams. 4. Use Times New Roman 12.
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5. There is no page limit but please keep the report as concise as possible.
6. The assignment should be correctly worded.

22. Evaluation Methods and Course Requirements:

This course is based on a continuous assessment method, including:

1. 25% for the mid-term exam.
2. 25% for coursework and class participation.
3. 50% for the final exam.

23. Course Policies:

1. Attend all classes on time. Students arriving late in their class will not be allowed in the classroom. Punctuality is highly valued!
2. Contribute to lectures by expressing your views, and equally listen and try to understand those of other students.
3. Show respect for other members of the group and respect our differences in sub-culture, gender... etc. This should help us to develop a team approach to studying and to benefit from the diversity of class members' experiences.
4. Develop strong time management skills so as you are able to meet the required deadlines for the tasks and assignments.
5. Any assignment submitted or exam taken other than the agreed deadline will NOT be considered without real justifications.

24. Required equipment:

Data show

25. References:

A- Required book (s), assigned reading and audio-visuals:

A manuscript of the course is available. The information contained in the manuscript were adopted from the following source:

Yeoman, I., and Robertson, M. (2004). *Festival and Events Management*. Elsevier Butterworth-Heinemann: Oxford.

B- Recommended books, materials, and media:

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

Hall, C.M. (1992). *Hallmark Tourist Events – Impacts, Management and Planning*. London: Belhaven Press.

McDonnell, I., Allen, J. and O’Toole, W. (1999). *Festival and Special Event Management*. Brisbane: John Wiley and Sons.

Yeoman, I., and Robertson, M. (2004). *Festival and Events Management*. Elsevier Butterworth-Heinemann: Oxford.

26. Additional information:

Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----

Copy to:
Head of Department
Assistant Dean for Quality Assurance
Course File