

Events Organisation and Management

Code: 104777
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	3	1

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Other comments on languages

Readings in catalan and spanish. A seminar group is taught in spanish.

Prerequisites

No specific knowledge is required.

Objectives and Contextualisation

- Introduce students to the theory and practical application of the typology of events and their organisation, management and development for specific audiences.
- Understand why the organisation of an event has become a useful tool to successfully achieve the objectives of the organizations.
- Introduce students to the planning, organisation and management of the different aspects related to the implementation of any type of event.
- Introduce students to the basic terminology related to the organisation of events.
- Introduce students to the tools to organize an event optimizing technical, human, economic and material resources.
- Promote creativity and good ideas to achieve optimal results.

Competences

- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Display the ability to lead, negotiate and work in a team.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Adapt to new situations in a constantly changing work environment.
2. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
3. Communicate using language that is not sexist or discriminatory.
4. Devise and develop event management projects of different kinds and for different types of organisations, taking account of the protocol rules that apply to each organisation and to each type of event.
5. Ensure correct time planning when holding an event on a specific date, taking account of the geographical location, the holiday calendar, service providers' lead times, etc.
6. Generate creative ideas in the workplace.
7. Identify and describe the mechanisms of event construction and the objectives, advantages and specific risks in each case for organisations.
8. Identify situations in which a change or improvement is needed.
9. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
10. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
11. Propose projects and actions that incorporate the gender perspective.
12. Propose viable projects and actions to boost social, economic and environmental benefits.
13. Propose ways to evaluate projects and actions for improving sustainability.
14. Respect the different religions, ethnic groups, cultures, sexual identities, etc., in event management.
15. Show initiative and leadership skills.
16. Use the techniques of protocol and event management to make an impact and gain the emotional attachment of the organisation's specific target audience.
17. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

1. Events management and strategic communication
2. Typology of events
3. Strategic event planning
4. Creativity as a differential aspect
5. Risks management and event evaluation
6. Communication

Methodology

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

- The subject will be developed in theory and practice sessions. One third of the on-site class will be developed with the full group and two thirds in seminars with small groups.
- The learning will be based on theory lectures, learning through discussion, readings, case studies, projects and tests. The main goal of this module is to lay the foundation and develop a critical analysis and critical thinking.
- The approach to the subject will be sensitive to incorporate the gender perspective in all possible aspects, from the contents to the dynamics of work and student participation. Methodologies that

promote gender equality and non-sexist attitudes that facilitate the intervention in the classroom of both -male and female students- will be used.

- On the day of the presentation of the subject, more detailed information on the organization of the sessions will be given, and the virtual campus will be used to upload teaching materials and information for the proper follow-up of the subject.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes	15	0.6	1, 6, 7, 5, 14, 16
Seminars	33	1.32	1, 15, 6, 7, 5, 14, 17, 16
Type: Supervised			
Tutorials	8	0.32	1, 6, 7, 5, 14, 16
Type: Autonomous			
Autonomous study	42	1.68	1, 15, 6, 7, 5, 14, 17, 16
Research activities	42	1.68	1, 15, 6, 7, 5, 14, 17, 16

Assessment

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

The course consists of the following assessment activities:

1. Exam (30% of the final qualification) of the theory contents. This evaluation activity will be recoverable.
2. Two individual practices related to the questions treated in the seminar (30% of the final qualification). This evaluation activity will be recoverable.
3. Fulfilment of a group project (document 20% of the final qualification + oral presentation 10% of the final qualification) within the seminar. At the beginning of the course, the teaching staff will provide guidelines about the project and its evaluations, as well as about calendar and deadlines. The teaching staff are also responsible for follow up and tutorial of students projects. These evaluation activities will not be recoverable. In case that the student doesn't deliver it or doesn't do it at all, the mark will be "not evaluable". Taking into account that there are a continuous evaluation system, if a student is calificated as "not evaluable" on the project, he/she will also be calificated as "not evaluable" on the final grade.
4. Attendance and active participation in the seminar (10% of the final qualification). This evaluation activity will not be recoverable.

The students have to pass the exam, the individual practices and have delivered the group work. If the exam or individual practices are suspended, no average will be made with the rest of the marks, and the final grade for the course will be that of the suspended exam or suspended individual practices. In the event that the student does not appear for the exam, does not deliver the practices and/or does not deliver the group work, the final grade will be "Not evaluable". In the event that the student fails the exam and the two individual practices, the final grade will be the average of these two evaluation activities.

Final mark

Because of this, the result would be:

1. Exam of the theory contents (30% of the final qualification)
2. Two individual practices related to the questions treated in the seminar (30% of the final qualification).
3. Group project: document (20% of the final qualification) + oral presentation (10% of the final qualification)
4. Attendance and active participation in the seminar (10% of the final qualification).

Second-chance exam

Students who have submitted the group work, have taken the exam, have delivered the individual practices and don't pass, will be entitled to the recuperation of the subject. As detailed above, group project and attendance and participation in the seminar will be excluded from the possibility of recovery.

The dates of the evaluation and recovery activities will be announced on the day of the presentation of the subject. The information will also be available on the virtual campus.

Evaluation of students enrolling this module for the second time or more

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a single exam. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

Plagiarisms

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam on the contents of theory	30	3	0.12	1, 6, 7, 5, 14, 16
Group project	20	2	0.08	1, 2, 3, 15, 6, 4, 7, 9, 8, 5, 13, 10, 11, 12, 14, 17, 16
Oral presentation (group project)	10	1	0.04	1, 2, 3, 15, 6, 4, 7, 9, 8, 5, 13, 10, 11, 12, 14, 17, 16
Seminari active participation	10	1	0.04	1, 15, 6, 7, 14, 17, 16
Two individual practices related to the questions treated in the seminar	30	3	0.12	1, 3, 15, 6, 4, 7, 11, 14, 17, 16

Bibliography

Campos, Gloria (2016). *Eventos corporativos: puesta en escena, creatividad y espectáculo*. Madrid: editorial Sínderesis.

Córdoba, María del Carmen (2021). *Relaciones públicas y organización de eventos de marketing*. Madrid: Ediciones Paraninfo.

Cuadrado, Carmen i Rodríguez, Ruth (2014). *El abc en la organización de eventos*. Madrid: FC Editorial

Jiménez-Morales, Mònika (2007). *Manual de gestió d'esdeveniments: la construcció de la imatge de marca*. Vic: Eumo Editorial.

Jiménez-Morales, Mònika i Panizo, Julio M. (2017). *Eventos y protocolo: la gestión estratégica de actos corporativos e institucionales*. Barcelona: Editorial UOC.

Nielsen, Dorte and Thurber, Sarah (2018). *Conexiones creativas: la herramienta de las mentes innovadoras*. Barcelona: Editorial GG.

Otero, María Teresa (2017). *¿Cómo se organizan los actos corporativos?* Barcelona: Editorial UOC.

Software

Office automation systems knowledge.