

Degree	Type	Year
Tourism	OT	4

Contact

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Teachers

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

No prior experience in event management is needed nor pre-requisites

Objectives and Contextualisation

The Events Management subject is designed to provide an in-depth and practical understanding of event planning, organization, and management.

Throughout the course, students will gain the knowledge and skills necessary to conceive, design, and execute events with an innovative approach, taking into account both current trends and market demands.

The main objective of this course is to equip future professionals with strategic and creative tools to manage events that are not only successful but also create memorable experiences for attendees.

Key topics will include event conceptualization, vendor selection and management, logistics and production, budgeting, and event promotion in an increasingly interconnected digital environment.

Students will learn how to effectively allocate resources, manage event costs, and ensure that each event delivers the best value for the allocated budget, maximizing return on investment (ROI).

Additionally, sustainability will be a key focus, teaching students how to integrate eco-friendly practices and social responsibility into their event planning process, ensuring events are not only successful but also environmentally conscious.

Students will learn to leverage new technologies and social media as powerful tools for event promotion and engagement.

They will also develop a strong understanding of how to create events that prioritize sustainability, from minimizing waste and energy consumption to sourcing sustainable materials and promoting social inclusion.

Moreover, the course will emphasize leadership, negotiation, and teamwork skills, which are essential for effectively managing complex projects in today's rapidly evolving event industry.

Throughout the course, students will actively participate in real-world case studies, collaborative projects, and interactions with industry professionals, fostering a dynamic learning experience that is constantly evolving.

On completion of this course, students should understand:

1. Conceptualize and design events creatively and strategically.
2. Manage event logistics, production, and budgeting with a professional and sustainable approach.
3. Apply digital tools for event management and promotion.
4. Analyze and solve challenges related to event organization, including budget and sustainability management, in real-world settings.

Competences

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.
- Behave ethically and adapt to different intercultural contexts.
- Define and apply objectives, strategies and commercial policies in tourism businesses and entities.
- Demonstrate knowledge and understanding of the tourism phenomenon from the perspective of sustainability and quality management.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Identify the legal framework governing tourism activities and the entities that conduct them.
- Manage human resources in tourism organisations.
- Plan and manage activities on the basis of quality and sustainability.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Apply the business concepts company related to tourism products and organisations in the different parts and activities of the sector.
2. Behave ethically and adapt to different intercultural contexts.
3. Develop a capacity for independent learning.
4. Develop the principles and criteria of sustainability and quality management in tourism and extend them to other activities.
5. Display a customer service orientation.
6. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
7. Identify and apply quality certification systems as a business strategy.

8. Identify and apply the elements of public law (administrative law, tax law and tourism law) and private law that regulate certain tourism activities and entities.
9. Manage human resources in tourism organisations.
10. Plan and manage activities on the basis of quality and sustainability.
11. Propose creative alternative solutions to planning and management problems in departments, activities or services in new areas of the tourism sector and in special tourism entities and products.
12. Show initiative and an entrepreneurial approach in the case of departments, activities, functions and entities of other types, to improve tourism management.
13. Use communication techniques at all levels.
14. Work in a team.

Content

Introduction to Event Management.

Preliminary steps to Plan an Event.

SMART Goals.

Types of Events.

MICE.

Purpose, scope and nature of an event.

Diversity & Multiculturalism.

The 4 key moments with the client.

Briefing.

Winning Proposal.

Negotiation.

Site Inspections.

Upselling & Crossselling.

BEO.

Planning.

Different tools for planning: VUCA, Chronogram, EDT.

How can AI help the event planners?

Transport and lodging for guest.

Audiovisual equipment.

Menus, catering and decorations.

Human Resources needs.

Sustainability Plan.

Marketing, Communication & Promotion.

Budget.

SWOT.

Health & Safety.

Legal basis.

Day of the event.

Problem solving.

Relationship with the client.

Follow up.

Evaluation results.

PNL.

Improvement Plan.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Event Planning, Execution and Attendance	0	0	1, 12, 2, 4, 3, 9, 8, 7, 13, 10, 11, 5, 6, 14
Practical lessons from external speakers	0	0	1, 12, 4, 8, 7, 11
Theoretical Classes	0	0	1, 12, 4, 8, 7, 11
Type: Supervised			
Face to Face Tutoring	0	0	1, 12, 2, 11, 6, 14
Type: Autonomous			
Case Studies	0	0	1, 12, 2, 4, 3, 7, 10, 11, 5, 6

Theoretical and Practical Classes

Classes focused on teaching the basic concepts used in the event industry.

Students will work together with the professor on real cases in class and will analyze the needs to learn the expected skills and apply them correctly for future event management. They will put into practice what they have learned in theory.

Case Studies and Presentations

The class will be divided into groups, assigned by the professor, and various cases will be proposed for analysis, development, and presentation in class. The cases will relate to the event industry and focus on topics covered in class.

Event Planning through a Final Presentation

Students, working in teams of 2-3 people, will have to organize an event following all the steps explained in class. This will allow them to put into practice the content taught by the professor in the classroom.

Note: 15 minutes of one class, within the schedule established by the center/program, will be reserved for students to complete evaluation surveys regarding the performance of the teaching staff and the assessment of the course/module.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Case studies and presentations	30%	25	1	12, 2, 3, 9, 13, 11, 6, 14
Event Planning	40%	28	1.12	1, 12, 2, 4, 3, 9, 8, 7, 13, 10, 11, 5, 6, 14
Participation and attendance	10%	7	0.28	1, 3, 9, 7, 5, 6
Test	20%	15	0.6	1, 12, 2, 4, 3, 9, 8, 7, 13, 10, 11, 5, 6, 14

CONTINUOUS EVALUATION

All students who choose continuous evaluation must attend at least 80% of the classes and will organize an event as the final course presentation.

The continuous assessment system consists of the following requirements:

- A) Attendance and participation in class (10%) - attendance to a minimum of 80% of the classes.
- B) Winning Proposal (20%) - preparation of a winning proposal for your client with the aim of obtaining their approval and starting the organization of the event.
- C) Course reflection activity (10%) - What students have learned and how they can apply it in their future.
- D) Final presentation (40%) - Organizing an event. Attendance at the final project presentation session is mandatory for all students in order to pass the course.
- E) Final exam (20%) - A test covering the basic concepts of the course.

IMPORTANT INFORMATION: Official ONLINE communication between the professor and students during the course will be conducted through MOODLE or the official UAB email.

UNIQUE ASSESSMENT

Students who choose the unique assessment are required to apply for this modality through the Online procedures on the website. The global assessment will consist of the submission of two exercises (which the professor will indicate through the virtual campus) and a final exam. All must be submitted on the day of the global assessment exam, established by FUAB.

FINAL EXAM / RE-ASSESSMENT

The re-sit exam is for students who:

Did not pass continuous or global evaluation (minimum of 5), or

- Did not meet the 80% attendance requirement for continuous evaluation.

The re-sit exam covers the whole subject and will be a test.

The maximum score in the re-sit is 5 out of 10.

This exam will count as 100% of the course grade.

The date and time will be established by FUAB in the official course calendar.

NO AVALUABLE

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final project presentations.

Bibliography

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KOTLER, P. (2023). *Marketing 6.0*. Wiley John + Sons.

QUINN, Bernadette (2013) *Key Concepts in Event Management*. Publisher: Sage Publications Ltd

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Cheryl MALLEN and Lorne ADAMS (2013) *Event management in sport, recreation and tourism: theoretical and practical dimensions*. Publisher: Routledge

FENICH, George G. (2015) *Planning and Management of Meetings, Expositions, Events and Conventions, Global Edition*. eBook

GETZ, Donald (2018) *Event Evaluation: Theory and Methods for Event Management and Tourism*. eBook

LUNDERGER, Erik; AMBRECHT, John; ANDERSSON, Tommy D.; GETZ, Donald (2017) *The Value of Events*. eBook

Software

Doesn't exist.

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	second semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed

