

Degree	Type	Year
Hotel Management	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

There are no prerequisites.

## 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

- Analyse labour, tax, and mercantile legislation in the hotel and catering sector.
- Analyse, summarise and evaluate information.
- Apply health and safety rules in the establishments of the hotel and catering sector.
- Define and apply the commercial objectives, strategies and policies in hotel and catering companies.
- Define and apply the management of different types of organisation in the hotel and catering sector.
- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
- Demonstrate an orientation and culture of customer service.
- Demonstrate an understanding of the relationship and impact of management processes in hotel and catering companies.
- Demonstrate broad knowledge of the organisation and management of company operations, with emphasis on applied management models and the application of quantitative and qualitative techniques.
- Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
- Demonstrate knowledge and understanding of and apply standards of quality and sustainability in the process of offering accommodation and catering services.
- Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
- Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
- Develop a capacity for independent learning.
- Draw up communication and promotion plans for companies in the hotel and catering sector, especially in the field of online business.
- Identify and apply the basic measures of food hygiene and safety as well as the national and European regulations that have to be met by establishments and activities in the sector.
- Identify the legal framework that regulates hotel and catering activities, both those related to setting up companies and activities and those relating to the maintenance and normal operation of the premises.
- Manage and organise time.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.
- Work in teams.

## Learning Outcomes

1. Analyse, summarise and evaluate information.
2. Apply commercial policies to hotel companies according to their different characteristics.
3. Apply knowledge of the organisation to the different activities related to the hotel and catering sector.
4. Apply management techniques and practices in the hotel sector and, in general, in catering.
5. Apply national and European regulations in relation to food hygiene and safety in the hotel sector.
6. Apply the elements of tax, labour and mercantile law to the hotel industry.
7. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
8. Demonstrate an orientation and culture of customer service.
9. Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
10. Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
11. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
12. Develop a capacity for independent learning.
13. Identify and apply the regulations governing hotel activities in their creation and setting up maintenance and ordinary operation.
14. Identify and develop the principles of sustainability and standards of quality in the hotel and catering industry.
15. Manage and organise time.
16. Manage communication techniques at all levels.
17. Plan and implement health and safety regulations to hotel establishments.
18. Plan and manage activities based on quality and sustainability.
19. Present and describe specific plans for promotion and commercialisation for companies in the hotel sector, especially in the field of online commercialisation.
20. Study specific and generic computer information systems and adapt them to hotel companies.
21. Work in teams.

## 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, 5, 3, 6, 2, 4, 10, 8, 9, 11, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
Practical cases with external lecturers	0	0	10, 8, 12, 13, 14
Theoretical class	0	0	1, 5, 3, 6, 2, 4, 10, 8, 9, 11, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21

Type: Supervised

Tutorials	0	0	1, 5, 3, 6, 2, 4, 10, 8, 9, 11, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
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Type: Autonomous

Case Studies	0	0	1, 5, 3, 6, 2, 4, 10, 8, 9, 11, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
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### 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
Events Planning	40%	28	1.12	1, 3, 16, 14, 18, 19, 21
Participation and Attendance	10%	20	0.8	1, 5, 3, 6, 2, 4, 10, 8, 9, 11, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
Practical cases and presentations	30%	25	1	1, 5, 3, 6, 2, 4, 10, 8, 9, 11, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
Test	20%	2	0.08	1, 5, 3, 6, 2, 4, 10, 8, 9, 11, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21

### 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 presentation

### Bibliography

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HERNANDEZ, L. (2021). *Customer Experience Guía Práctica*. Kolima.

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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

EDVI GRACIA, Ardani (2017) *The Importance of the Venue Selection in an Event Organization Case Study: Special Event Organization Rencontre Alumni Enterprise 1 & 2*. E-Journal of Tourism, Vol 4, Iss 1

Cheryl MALLIN 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

There is no specific programari

## Groups and Languages

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