



SYLLABUS

Academic year 2016-2017

1. Information regarding the programme

1.1. Higher education institution	BABES-BOLYAI UNIVERSITY
1.2. Faculty	BUSINESS
1.3. Department	HOSPITALITY SERVICES
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Study cycle	MASTER
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	Managementul evenimentelor/Events management						
2.2. Code	IME0031						
2.3. Course coordinator	Conf.dr. Marius BOTA						
2.4. Seminar coordinator	Conf.dr. Marius BOTA						
2.5. Year of study	1	2.6. Semester	1	2.7. Type of evaluation	C	2.8. Type of course	mandatory

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					7
Preparation for seminars/labs, homework, papers, portfolios and essays					7
Tutorship					4
Evaluations					2
Other activities:					8
3.7. Total individual study hours					42
3.8. Total hours per semester					70
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	
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4.2. competencies

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, computer

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> ability to participate in discussion on event management ability to analyze and solve problems in planning and organizing events be able to plan, design and implement business strategies have an advanced ability to provide a basis for and assess decision alternatives, as well as to choose and implement them;
Transversal competencies	<ul style="list-style-type: none"> have the ability to appropriately and competently use criteria and methods for gathering, processing, analyzing and interpreting tourism business data & information in order to take efficient and argument-based decisions ability to integrate and apply new trends in hospitality and tourism events in companies

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> The objective of this course is to introduce students to events management and its applications into business science
7.2. Specific objective of the course	<ul style="list-style-type: none"> Analysis the mechanism for events conceptualization and planning Study issues related to the developing and organizing different types of events Learning management and marketing tactics for events

8. Content

8.1. Course	Teaching method	Remarks
Introduction in events - Events history What are the events? Defining events. Concept. Types of events	Oral presentation, multimedia, exemplification	2 hours/week
The events industry The stakeholders	Oral presentation, multimedia, exemplification	2 hours/week
The impact of the events Types of impacts	Oral presentation, multimedia, exemplification	2 hours/week



Event planning and designing Event conceptualization	Oral presentation, multimedia, exemplification	2 hours/week
Planning and organizing events Activities in organizing events Location	Oral presentation, multimedia, exemplification	2 hours/week
Planning and organizing events The management of the participants Food and beverages	Oral presentation, multimedia, exemplification	2 hours/week
Evaluation the events performances	Oral presentation, multimedia, exemplification	2 hours/week

Bibliography	<ol style="list-style-type: none"> 1. Allen, J. (2000). <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events</i>, New York, John Wiley& Sons. 2. Berridge, G. (2007), <i>Events Design and Experience</i>, Elsevier, Burlington. 3. Getz, D. (2005), <i>Event management and event tourism</i>, Cognizant Communication Corporation, books.google. 4. Draica, C., <i>Ghid practic de turism internațional și intern</i>, Editura All Back, București, 1999. 5. Hoyle, L. H. (2003). <i>Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions</i>. New York: Wiley. 6. Stanculescu, G. (2010), <i>Managementul operatiunilor in turismul de evenimente</i>, Editura ASE, Bucuresti. 7. Wittgenstein, P., <i>Participarea cu succes la târguri în Germania și România</i>, Editura Blueprint Internațional, București, 2001. <p>*** Event Management, Ray University, www.ray-foundation.org</p>
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8.2. Seminar / laboratory	Teaching method	Remarks
Requirements for course and seminar activities		Organizational tasks (2 hours/week)
The events industry	Case study	Group discussions (2 hours/week)
The impact of the events	Case study	Group discussions (2 hours/week)
Event conceptualisation	Case study	Group discussions (2 hours/week)
Planning and organizing events	Case study	Group discussions (2 hours/week)
Planning and organizing events	Case study	Group discussions (2 hours/week)
Project presentation	Oral presentation, multimedia,	Group discussions (2 hours/week)



Bibliography	<ol style="list-style-type: none"> Allen, J. (2000). <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events</i>. New York, John Wiley& Sons Getz, Donald. (2005), <i>Event management and event tourism</i>, Cognizant Communication Corporation, books.google Hoyle, L. H. (2003). <i>Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions</i>. New York: Wiley Wittgenstein, P., <i>Participarea cu succes la târguri în Germania și România</i>, Editura Blueprint Internațional, București, 2001, (Catedra de Business) <p>*** Event Management, Ray University, www.ray-foundation.org</p>
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9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

<ul style="list-style-type: none"> Course content is consistent with what is done in other universities at home and abroad.
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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	<ul style="list-style-type: none"> Logical application of the learned concepts Explain the results logically and correctly 	Exam	60%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> Ability to apply learned concepts 	Project presentation	40%

10.6. Minimum performance standards
➤ Analyze the mechanism for planning and organizing an event

Date

Signature of course coordinator

Signature of seminar coordinator

Marius Bota, PhD

Marius Bota, PhD

Date of approval

Signature of the Head of department

Associate prof. Adina Negrușă