



SYLLABUS Academic year 2023-2024

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		Events management					
2.2. Code		IME0031					
2.3. Course coordinator			Assoc. Prof. dr. Marius BOTA				
2.4. Seminar coordinator			Assoc. Prof. dr. Marius BOTA				
2.5. Year of study	I	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					11
Additional documentation (in libraries, on electronic platforms, field documentation)					11
Preparation for seminars/labs, homework, papers, portfolios and essays					11
Tutorship					2
Evaluations					2
Other activities:					10
3.7. Total individual study hours					47
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	
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">• running a business division/ subdivision in the hospitality and tourism sector (C1)• drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools (C4)
Transversal competencies	<ul style="list-style-type: none">• Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team (CT2)

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	1 lecture (2 hours)
The events industry The stakeholders	Oral presentation, multimedia, exemplification	1 lecture (2 hours)



The impact of the events Types of impacts	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Event planning and designing Event conceptualisation	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Planning and organizing events Activities in organising events Location	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Planning and organizing events The management of the participants Food and beverages Evaluation the events performances	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Final examination	Exam: (multiple choice questions)	
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. Berridge, G. (2007), <i>Events Design and Experience</i>, Elsevier, Burlington. Getz, D. (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. Stanciulescu, G. (2010), <i>Managementul operatiunilor in turismul de evenimente</i>, Editura ASE, Bucuresti. <p>*** Event Management, Ray University, www.ray-foundation.org</p>	

8.2. Seminar / laboratory	Teaching method	Remarks
Requirements for course and seminar activities	Oral presentation	1 seminar (2 hours)
The events industry	Case study	1 seminar (2 hours)
The impact of the events	Case study	1 seminar (2 hours)
Event conceptualisation	Case study	1 seminar (2 hours)
Planning and organizing events	Case study	1 seminar (2 hours)
Planning and organizing events	Case study	1 seminar (2 hours)



Project presentation	Oral presentation, multimedia	1 seminar (2 hours)
Bibliography	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. Getz, Donald. (2005), <i>Event management and event tourism</i> , Cognizant Communication Corporation, books.google 3. Hoyle, L. H. (2003). <i>Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions</i> . New York: Wiley *** Event Management, Ray University, www.ray-foundation.org	

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

- Course content is consistent with what is done in other universities at home and abroad.

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 (multiple choice test)	60%
10.5 Seminar/lab activities	<ul style="list-style-type: none"> • Ability to apply learned concepts 	Project presentation	40%

- 10.6 For the reexamination period the score obtained at seminar remain unchanged.
- 10.7 Minimum performance standards
- Analyze the mechanism for planning and organizing an event

Date

29.09.2023

Signature of course coordinator

Assoc. prof. dr. Marius BOTA

Signature of seminar coordinator

Assoc. prof. dr. Marius BOTA

Date of approval

11.10.2023

Signature of the Head of department

Assoc. prof. dr. Marius BOTA