



**SYLLABUS**  
**Events management**  
Academic year 2025-2026

**1. Information regarding the program**

1.1. Higher education institution	Universitatea Babeș Bolyai
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	Business Administration in Hospitality and International Tourism /Master
1.7. Form of education	Full time

**2. Information regarding the discipline**

2.1. Name of the discipline		Events management				Discipline code		IME0031			
2.2. Course coordinator			Assoc. prof. dr. Marius BOTA								
2.3. Seminar coordinator			Assoc. prof. dr. Marius BOTA								
2.4. Year of study		I	2.5. Semester		1	2.6. Type of evaluation		C	2.7. Discipline regime		mandatory

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

3.1. Hours per week	2	of which: 3.2 course	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	of which: 3.5 course	14	3.6 seminar/laborator	14
<b>Time allotment for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Learning using manual, course support, bibliography, course notes (SA)					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
<b>3.7. Total individual study hours</b>					<b>47</b>
<b>3.8. Total hours per semester</b>					<b>75</b>
<b>3.9. Number of ECTS credits</b>					<b>3</b>

**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



### 6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"><li>• C1. Running a business division/ subdivision in the hospitality and tourism sector</li><li>• C4. Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>• CT2. Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses</li></ul>

### 6.2. Learning outcomes

Knowledge	<p>The graduate has in-depth knowledge of micro- and macro-marketing components, as well as regarding their implications for international businesses in the hospitality industry and tourism.</p> <ul style="list-style-type: none"><li>• The student knows how to analyze the external and internal environment of an organization, identifying strengths and weaknesses, in order to provide a basis for the company's strategies and for further planning.</li><li>• The student defines the concepts regarding the demand and supply of goods and services, including in the tourism activity, consumer behavior and the norms for their protection.</li></ul>
Skills	<p>The graduate has an advanced ability to identify and analyse various opportunities to adapt businesses operating in the hospitality industry and international tourism to the elements of the micro- and macro-marketing environment, using specific techniques and tools.</p> <ul style="list-style-type: none"><li>• The student is able to identify customer needs and expectations regarding a product or service in order to identify and resolve possible inconsistencies and disagreements of the stakeholders involved.</li><li>• The student chooses methods of managing relationships with customers and suppliers.</li><li>• The student collects, reports, analyzes and creates key indicators for a project, to help measure its success.</li></ul>
Responsibility and autonomy:	<p>The graduate is able to perform complex professional tasks, under conditions of autonomy and professional independence</p> <ul style="list-style-type: none"><li>• The student is able to develop methodologies by which a business markets and sells a product or service in order to generate revenue.</li></ul>

### 7. Objectives of the discipline (outcome of the acquired competencies)

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

8.1 Course	Teaching methods	Remarks
Introduction to events <ul style="list-style-type: none"> <li>• Events history</li> <li>• Defining events</li> <li>• Concept</li> <li>• Types of events</li> </ul>	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
The events industry <ul style="list-style-type: none"> <li>• The stakeholders</li> </ul>	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
The impact of the events <ul style="list-style-type: none"> <li>• Types of impacts</li> </ul>	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Event planning and designing <ul style="list-style-type: none"> <li>• Event conceptualization</li> </ul>	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Planning and organizing events <ul style="list-style-type: none"> <li>• Activities in organizing events</li> <li>• Location</li> </ul>	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Planning and organizing events <ul style="list-style-type: none"> <li>• The management of the participants</li> <li>• Food and beverages</li> <li>• Evaluation the events performances</li> </ul>	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Final examination	Exam: (multiple choice questions)	One lecture (two hours/week)
Bibliography: <ol style="list-style-type: none"> <li>1. Allen, J. (2000). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, New York, John Wiley&amp; Sons.</li> <li>2. Berridge, G. (2007), Events Design and Experience, Elsevier, Burlington.</li> <li>3. Ferdinand, N., Events Management: An International Approach, Sage Publications Ltd (UK), 2017</li> <li>4. Getz, D. (2005), Event management and event tourism, Cognizant Communication Corporation, books.google.</li> <li>5. Stanculescu, G. (2010), Managementul operatiunilor în turismul de evenimente, Editura ASE, Bucuresti.</li> </ol>		
8.2 Seminar / laboratory	Teaching methods	Remarks
Requirements seminar activities	Oral presentation, multimedia, exemplification	One seminar (two hours/week)
Analysis of different types of events	Case study Group discussions/ Exemplification	One seminar (two hours/week)
The stakeholders	Case study Group discussions/ Exemplification	One seminar (two hours/week)
The impact of the events	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Event conceptualization	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Planning and organizing events – choosing a location	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Projects presentation	Oral presentation, multimedia	One seminar (two hours/week)
Bibliography: <ol style="list-style-type: none"> <li>1. Ferdinand, N., Events Management: An International Approach, Sage Publications Ltd (UK), 2017</li> <li>2. Getz, D. (2005), Event management and event tourism, Cognizant Communication Corporation, books.google.</li> </ol>		



### 9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program



The content of the discipline is in line with what is done in other university centers in the country and abroad. To adapt the content of the discipline to the requirements of the labor market, meetings were held with representatives of the business environment.

### 10. Evaluation

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<ul style="list-style-type: none"> <li>logical, correct and coherent explanation of the concepts acquired</li> </ul>	Final examination (exam period)	60%
10.5 Seminar/laboratory	<ul style="list-style-type: none"> <li>the correct and coherent logical application of the learned concepts</li> <li>logical and correct explanation of the results obtained</li> </ul>	Carrying out a team project (to be carried out and evaluated during the semester)	40%
10.6 Minimum standard of performance			
To obtain a grade of 5 it is necessary: <ul style="list-style-type: none"> <li>knowledge of the fundamentals of the events industry, as well as the aspects generated by the organization of an event</li> </ul>			

### 11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development							
								

Date:  
28.03.2025

Signature of course coordinator  
Assoc. prof. dr. Marius BOTA

Signature of seminar coordinator  
Assoc. prof. dr. Marius BOTA

Date of approval:  
10.04.2025

Signature of the head of department  
Assoc. prof. dr. Marius BOTA