



COURSE DESCRIPTION
Events management
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Master
1.6. Degree 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			Codul disciplinei	IME0031
2.2. Course coordinator	Assoc. Prof. Marius BOTA, PhD				
2.3. Seminar coordinator	Assoc. Prof. Marius BOTA, PhD				
2.4. Year of study	I	2.5. Semester	1	2.6. Type of assessment	Viva voce
2.7. Course status	Compulsory			2.8. Course type	Specialisation subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	2	of which: 3.2. course	1	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	28	of which: 3.5. course	14	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					11
Additional research in the library, on subject-specific electronic platforms, and on-site					11
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					11
Tutoring (professional guidance)					2
Examinations					2
Other activities					10
3.7. Total hours of individual study (IS) and self-taught activities (ST)				47	
3.8. Total hours per semester				75	
3.9. Number of credits				3	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with projector, computer
5.2. seminar/laboratory-related	Classroom equipped with projector, computer

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	Running a business division/ subdivision in the hospitality and tourism sector
PC4	Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools
Transversal competencies	
Competency code	Competency
TC2	Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC4 TC2	1. 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.	1. 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.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student/graduate explains the fundamental concepts, typologies, and structure of the events industry, as well as its role in organizational and destination development.
2. The student/graduate describes the stages of planning, organizing, coordinating, and evaluating events, together with the factors influencing event success.
3. The student/graduate explains the principles of event management and event marketing, including the role of stakeholders and key performance indicators in evaluating event performance.
Specific academic skills
1. The student/graduate applies appropriate methods and tools for the conceptualization, planning, and coordination of different types of events.
2. The student/graduate analyzes the impact of events and identifies solutions to improve the planning and delivery of events.
3. The student/graduate develops and justifies an integrated event management plan, supporting decisions regarding venue selection, logistics, marketing, and event performance evaluation.

8. Contents

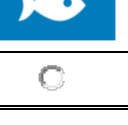
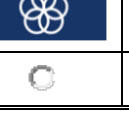
8.1. Course	Teaching and learning methods	Remarks
Introduction to events - Events history - Defining events - Concept Types of events	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
The events industry The stakeholders	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
The impact of the events Types of impacts	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Event planning and designing Event conceptualization	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Planning and organizing events Activities in organizing events Location	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Planning and organizing events - The management of the participants - Food and beverages Evaluation the events performances	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Recapitulation	Discussions	One lecture (two hours/week)
Bibliography		
- 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& Sons. - Berridge, G. (2007), Events Design and Experience, Elsevier, Burlington. - Ferdinand, N., Events Management: An International Approach, Sage Publications Ltd (UK), 2017 - Getz, D. (2005), Event management and event tourism, Cognizant Communication Corporation, books.google. - Stanciulescu, G. (2010), Managementul operatiunilor în turismul de evenimente, Editura ASE, Bucuresti.		
8.2. Seminar/ laboratory	Teaching and learning 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		
- Ferdinand, N., Events Management: An International Approach, Sage Publications Ltd (UK), 2017 - Getz, D. (2005), Event management and event tourism, Cognizant Communication Corporation, books.google.		

9. 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).**

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	• correct explanation and application of concepts specific to event management	Final exam (exam period)	60%
	• analysis of the stages involved in planning, organizing, and evaluating events		
9.5. Seminar/ laboratory	• application of appropriate methods and tools for designing and organizing an event	Team project (to be carried out and evaluated during the semester)	40%
	• quality, feasibility, and originality of the proposed event management plan		
9.6 Minimum standard for passing			
To obtain a grade of 5 it is necessary: • knowledge of the fundamentals of the events industry, as well as the aspects generated by the organization of an event			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
			X					
								Nu se aplică nici o etichetă

Date of entry:	Signature of course coordinator	Signature of seminar coordinator
22.05.2027	Assoc. Prof. Marius BOTA, PhD	Assoc. Prof. Marius BOTA, PhD
Date of approval in the department:	Signature of the head of department	
27.05.2027	Assoc. Prof. Marius BOTA, PhD	

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."