



Course Specification

Course Title: Event Planning and Management

Course Code: 3573129

Semester 2 Academic Year 2020

**Bachelor of Arts in Hospitality Management
(International Programme)
School of Tourism and Hospitality Management
Suan Dusit University**

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Course Specification

Name of institution Suan Dusit University
Campus/faculty/department School of Tourism and Hospitality Management

Section1 General Information

1. Course code and course title

Course Code: 3573129

Course title: Event Planning and Management

2. Number of credits

3 (2-2-5)

3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject: Specific Requirement Course Major: **None**

4. Responsible faculty members

4.1 course coordinator: A.Thianrat Chatphattaraphon

4.2 Instructors: A.Thianrat Chatphattaraphon **Section:** A1

5. Semester / year of study

Semester2 Academic year2020 Year 1

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

November 2020

Section 2 Aims and Objectives

1. Aims of the Course

1.1 Cognitive Theory (Knowledge from learning)

- Operating and Managing design process according to the customer's demand.

1.2 Skills (Abilities and skills acquired from learning)

- Applying resources planning and management operations management, organizer and team responsibilities, presentation techniques, setup planning, onsite management, promotion planning, demolition management, project control and evaluation, and field trips in the venue

1.3 Moral (Attitudes, Moral and Ethical derived from learning)

- Managing, organizing and has the team responsibilities with the wisdom of the Good Attitude perceptions as being a part of the Industry

2. Objectives of Course Development/Modification

After successful completion of this course, students will be proficient in applying the design process according to the customer's demand, able to apply resources planning and management. To further their preliminary planning, crisis management, logistics planning, budget and contract planning, floor plan development, contractor selection and communication, operations management, organizer and team responsibilities, presentation techniques, setup planning, onsite management, promotion planning, demolition management, project control and evaluation, and field trips in the venue.

Section 3: Course Description and Implementation

1. Course Description

Event planning include the design process according to the customer's demand, venue management, resources planning and management, preliminary planning, crisis management, logistics planning, budget and contract planning, floor plan development, contractor selection and communication, operations management, organizer and team responsibilities, presentation techniques, setup planning, onsite management, promotion planning, demolition management, project control and evaluation, and field trips in the venue.

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
30 hours	-	30 hours	75 hours

3. Number of hours that the lecturer provides individual counseling and guidance

- Course convenor will be available for additional academic advice for 2 hours per week.

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

Enable the students to be responsible, disciplined, honest and able to morally and ethically apply specific skills learnt throughout this course as follows:

- (1) To realize good values, moral conscience and ethics
- (2) To be self and social responsible with good attitude and behavior

(3) To responsible of duties, good membership and develop leadership skills and act as a role model to others

(4) To be disciplined and follow the organizational and social rules and regulations

1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law

- organising a focus group to find relevant examples

1.3 Evaluation methods

- Frequency of attendance and punctuality of assessment submission

-From assignment

2. Knowledge Development

2.1 Expected outcome on Knowledge and skills development

(1) To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.

(2) **To be able to integrate knowledge of hospitality with other related fields.**

(3) To understand research designs and methodology in order to solve organization problems and to develop organization knowledge management.

2.2 Teaching methods

Lecture, focus group, group work, academic presentation, analytical studies, academic assessments throughout the semester

2.3 Evaluation methods

- Mid-term exam, and final exam
- Other written and verbal assessments throughout the semester
- Learning by doing (tour operated by students)

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

- (1) To be able to evaluate and analyze data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth
- (2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations
- (3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields

3.2 Teaching methods

- Group work and presentation
- Group discussion

3.3 Evaluation methods

- Exams and assessments that focus on students' critical thinking analysis

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

(1) To be able to work with others and solve the problems both as a good leader and a good team member.

(2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- Delegate group work for group discussions
- Require oral presentations

4.3 Evaluation methods

- Self-evaluation
- Peer evaluation

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

(1) To be able to apply foreign languages effectively when communicate both academically and professionally.

(2) To be able to communicate effectively with foreigners from different culture in different situation.

(3) To be able to use information technology suitably in different operations.

(4) To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

- Lecture and discussion.

- Practice to making event
- Discuss after internship.

5.3 Evaluation methods

- Evaluate from assignment.
- Evaluate in answering question in classroom.
- Making and Creating Event
- Midterm.
- Final test

Section 5: Teaching and Evaluation Plans

1. Lesson Plan

Week	Topics	No. of Hours	Teaching & Learning Activities, Instructional Media (if any)	Faculty Member(s)
1	Introduction to Event -Defining an event -Classification and categories of events -Size and structure of the Industry. -Case Study	3	- Guide line to the course's study. - Direct instruction and Discussion. - Student-centered: Constructive approaches and Cooperative learning. - Teaching Media - PowerPoint Slides - VDO clip	A.Thianrat Chatphattaraphon

2	Putting Event Planning into motion - Event and Planning Process - Detailed Planning - Post Event	3	- Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides	A.Thianrat Chatphattaraphon
3-4	Destination and Venue Selection for Events - Selecting the Destination -Case Study	3	- Direct instruction and discussion - Individual practice and test - Practice activities	A.Thianrat Chatphattaraphon
4	Destination and Venue Selection for Events - Site visit planning	3	- Direct instruction and discussion - Individual practice and test - Practice activities	A.Thianrat Chatphattaraphon
5	Developing your Events Program and Content - Creating engaging content for attendees	3	-Direct instruction and discussion -Individual practice and test - Practice activities	A.Thianrat Chatphattaraphon
6	Understanding Site Planning Essentials for Events	3	-Direct instruction and discussion -Individual practice and test - Practice activities	A.Thianrat Chatphattaraphon

	<ul style="list-style-type: none"> -Space resource requirements -Design the site layout 			
7	<p>Site Safety and Logistics</p> <ul style="list-style-type: none"> -Event and Public Safety -Risk assessment 	3	<ul style="list-style-type: none"> - Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides -Workshop 	A.Thianrat Chatphattaraphon
8	<p>How to build and develop an event team</p> <ul style="list-style-type: none"> - Developing an operational event team - Midterm Examination 	6	<ul style="list-style-type: none"> - Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides 	A.Thianrat Chatphattaraphon
9	<p>Drawing in The Crowds</p> <ul style="list-style-type: none"> -Developing a promotional plan -Identify and appeal to your target audience 		<ul style="list-style-type: none"> - Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides 	A.Thianrat Chatphattaraphon

10	Budgeting, Finance and Procurement for Events Management -Budgeting -Financial considerations	3	- Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides - Teaching through program Zoom and WBSC	A.Thianrat Chatphattaraphon
11	A Practical Guide to Managing an Event on The day -Responsibilities as an on-site event manager	3	- Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides - Teaching through program Zoom and WBSC	A.Thianrat Chatphattaraphon
12	Measuring Success – Post Event Evaluation and Insights -The purpose of evaluation -Evaluating business events	3	- Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides -Provide things and put them into practice to show students through program zoom.	A.Thianrat Chatphattaraphon

13	Future Proofing Your Events -Trend spotting	3	-Direct instruction and discussion -Individual practice and test - Practice activities	A.Thianrat Chatphattaraphon
14	Innovation as the key to future success -Key of future success	3	Teaching through program Zoom and WBSC	A.Thianrat Chatphattaraphon
15	Alternative Rating System -Analysis of what did you like best	3	-Direct instruction and discussion -Individual practice and test - Practice activities	A.Thianrat Chatphattaraphon I

1. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.1	Observe behavior, Participation	1-15	10%
2	1.3,2.2,3.3,4.1	Presentation, Pair work, Group Work, Individual work	2-15	40%
3	1.3,2.2,3.3,4.1	Midterm Examination	8	20%
4	1.3,2.2,3.3,4.1	Final Project	16	30%

2. Evaluation

Learning Outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Participation	1-15	10
2	Mid-term exam	2-15	20
3	Learning by doing	8	30
4	Final project	16	30
5	English Discovery	1-15	10

Section 6 Teaching Materials and Resources

1. Texts and main documents

Ruth Dowson, David Bassett. (2018). Event Planning and Management: Kogan Page Publisher

2. Documents and important information

1	Glenn Bowdin, William O'Toole, Johny Allen(2010). <i>Event Management</i> . DC Graphic Design Limited, Swanley Village, Kent.
2	Thomas J. Aicher, Amanda L. Paule-Koba, Brianna L. Newland. (2015). <i>Sport Facility and Event Management, Service Encounte: Jones & Bartlett Learning</i>
3	Meegan Lesley, Jones Sustainable Event Management.(2009). <i>A Practical Guide</i> . Routledge is an imprint of Taylor & Francis, an informa company.
4	Ian Yeoman, Martin Robertson, Jane Ali-Knight (2012). <i>Festival and Events Management</i> . Harper Collins Publisher, New york.

3. Documents and recommended information

1	Sport Facility and Event Management
2	Event Management and Sustainability
3	Event Management: A Professional and Developmental Approach
4	Festival and Events Management

Section 7 Evaluation and Improvement of Course Management

1. Strategies for Course Effectiveness Evaluation by Students

Effectiveness evaluation for this course is as follows:

- Interviews with students
- Observations of students' responses during class
- Students' online evaluation and feedback

2. Evaluation strategies in teaching methods

The strategies for collection data for teaching evaluation are as follows:

- Final project results
- Revision of learning outcomes

3. Improvement of Teaching

- Seminar for course and teaching improvement
- Research for course and teaching improvement

4. Evaluation of students' learning outcome

- Revision of assessment evaluations by external lecturers or experts

5. Review and improvement for better outcome

- Classroom activities, quizzes, observation, class participation and midterm and final examinations
- Students will be able to evaluate instructor qualification on teaching strategic skills
- The overall curriculum evaluation will be completed by last-year students, graduates, experts and scholars, and graduate users.