

URBAN EVENT AND PROJECT MANAGEMENT

IFSA Rome

US semester credit hours: 3

Contact Hours: 45

Course Code: MG386-08 / TR386-08

Course Length: Semester

Delivery Method: Face to face

Language of Instruction: English

Suggested Cross-listings: Management, Tourism/Hospitality

COURSE DESCRIPTION

This course focuses on the cultural origins and significance of celebration within society; an introduction to management of special events and festivals from initial planning through delivery; questions of event feasibility; costing and financial management; assessing and meeting communication objectives; merchandising and marketing; staffing and task analysis; safety and security; debriefing and evaluation. This course will explore in-depth planning and project management processes as applied to event planning in urban settings. Focus will be on understanding the methodologies, best practices, and application of project management in the field of hospitality and in the planning, production and execution of special events, festivals and other tourism-based events, meetings or conferences. The core standards as espoused in the PMBOK and EMBOK will be analyzed and applied directly to the hospitality industry and the practice of event management.

Specifically, we will review how the discipline of project management should be applied in event management. This course will review principles, standards, and best practices of project management.

COURSE DELIVERY

Students are expected to read or view assigned resources in advance and be prepared to actively discuss them in class. In most meetings, the instructor will overview the topic and then facilitate a group discussion, drawing out relevant themes, following up on specific lines of inquiry, and prompting students' thoughtful engagement with the topic.

Students are encouraged to bring their prior learning experiences into class discussions (based on experiential learning theory) and to make cognitive connections between this course and others in IFSA Rome whenever possible (based on the philosophy of integrative learning).

The course delivery includes preparatory assigned readings from the course textbook, homework exercises, and lectures. This knowledge is then applied over a series of experiential event

assessments during the students IFSA Rome experience and culminates with the preparation of a competitive event proposal.

STUDENT LEARNING OBJECTIVES

Students who successfully complete this course will be able to:

- Describe the economic, social, and political impact of events on a community;
- Identify the role of the events in promoting tourism;
- Explain the role of the Event Manager and the planning committee;
- Identify criteria utilized in the selection of a site;
- Prepare and manage a budget;
- Organize controls around the financial management of an event;
- Learn to plan, select, and schedule activities;
- Recruit and organize volunteers and staff;
- Develop and execute a promotional plan for an event;
- Deploy strategies for managing risk;
- Understand the EMBOK framework and how each core theme relates to process of planning an event;
- Apply Project Management principles in the planning and execution of an event;
- Become familiar with resources available for further research on the topic of the course.
- Make cognitive connections between learning in this course and other learning experiences in IFSA Rome.

EVALUATION METHODS

The course instructor will provide specific requirements and grading rubrics for individual assignments for the course. Your final grade in the course will be comprised of the following course requirements:

Experiential Urban Event Assessments	30%
Homework Exercises	40%
Project Proposal	30%

Timely Submissions

Assignments submitted after the deadline will be accepted at the discretion of the course instructor and generally only in the event of a documented illness or emergency.

RESOURCES

Textbook: Pielichaty, H., Els, G., and Mawer, V. (2016). *Events Project Management*. Routledge.

EMBOK and PMBOK web sites and resources.

The instructor will provide additional, timely articles relevant to Italian culture and issues.

COURSE OUTLINE

Class	Lecture Content	Reading	Homework
Class 01	Course Introduction		Identify 5 Unique and Specific Events Happening in an Urban Setting
Class 02	Classifying Event Types		
Class 03	Project Management for Events	Chapter 1	Locate and introduce an RFP for an Urban Event
Class 04	Determine Event Proposal Project		
Class 05	Suppliers and Supply Chains	Chapter 2	Find and Share a Resource Guide to Event Suppliers
Class 06	Venues, Catering, Security, Entertainment		
Class 07	Stakeholder relationships	Chapter 3	Provide an Example of an Event Sponsorship
Class 08	Sponsors, Attendees, Client		
Class 09	Structures and teams	Chapter 4	Create a Digital Collage of Event Marketing Materials in Rome
Class 10	Volunteers, Staff, Vendors		
Class 11	Event management project tools	Chapter 5	<i>Urban Event Assessment 1 Due</i>
Class 12			
Class 13	Event marketing and promotion	Chapter 6	Introduce a Trending Technology in Event Management
Class 14			
Class 15	Technology and Sustainability	Chapter 7	
Class 16			
Class 17	Event management law and legislation	Chapter 8	Outline a Permitting Process for a City Regarding Events
Class 18			
Class 19	Cost and financial planning	Chapter 9	Create or Locate an Event Budget Worksheet
Class 20			
Class 21	Plan analysis and risk	Chapter 10	<i>Urban Event Assessment 2 Due</i>
Class 22			
Class 23	Problem solving and decision making	Chapter 11	Locate, Review and Share a Risk Assessment Plan for an Event
Class 24			
Class 25	Project completion and review	Chapter 12	Create a Diagram of the Project Management Processes for Events
Class 26			
Class 27	Event Proposal Evaluations		
Class 28	Event Proposal Evaluations		
Class 29	Event Proposal Evaluations		
Class 30	Event Proposal Evaluations		<i>Urban Event Assessment 3 Due</i>

ASSIGNMENTS

Experiential Urban Event Assessments

Students are required to track and attend three unique events during the course experience. The assessments provide an opportunity to explore the host organization, understand the event purpose, trace the history of the event, describe the promotional efforts, interview the event planner, and participate in the actual event. Each assessment is worth 10%.

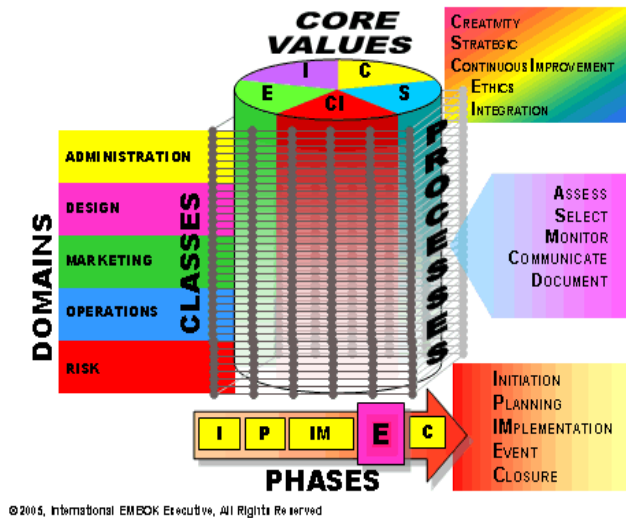
Homework Exercises

Homework exercises are utilized to prepare students for lecture content, explore the course material in an urban context, and assure engagement in the course material throughout the course. There will be a homework assignment each week. Ten homework exercises will be offered. The two lowest will be dropped and each homework exercise is worth 5%. Homework will take the form of brief take-home assignments that are then incorporated into course discussion.

Competitive Event Proposal

In response to an event Request for Proposal (RFP), students are organized into groups of two to compete in preparing an event proposal.

Information for EMBOK:



From The International Event Management Body of Knowledge (EMBOK®) site at <http://www.embok.org/index.php/embok-model>: *The EMBOK is a three dimensional description of the knowledge and skills essential to create, develop and deliver an event. The term 'event' includes conferences, exhibitions, festivals, special events, civic events, sports events and the like. The EMBOK, in its current form (version 3), is the framework that has yet to be filled in.*

The EMBOK dimensions are: Domains, Phases and Processes.

The aim of the International EMBOK Executive is "To create a framework of the knowledge and processes used in event management that may be customized to meet the needs of various cultures, governments, education programs, and organizations."

Information for PMBOK:

PMBOK® stands for "Project Management Body of Knowledge" and it is the entire collection of processes, best practices, terminologies, and guidelines that are accepted as standards within the project management industry. PMBOK is an internationally recognized standard (IEEE, ANSI) that deals with the application of knowledge, skills, tools, and techniques to meet project requirements. The PMBOK Guide defines a Project Life Cycle, 5 Process Groups and 9 Knowledge areas of the project management profession. For more information, see <https://www.wrike.com/project-management-guide/faq/what-is-pmbok-in-project-management/>.

ACADEMIC INTEGRITY

Any academic endeavor must be based upon a foundation of honesty and integrity. Students are expected to abide by principles of academic integrity and must be willing to bear individual responsibility for their work while studying abroad. Any academic work (written or otherwise) submitted to fulfill an academic requirement must represent a student's original work. Any act of academic misconduct, such as cheating, fabrication, forgery, plagiarism, or facilitating academic dishonesty, will subject a student to disciplinary action.

IFSA takes academic integrity very seriously. Students must not accept outside assistance without permission from the instructor. Additionally, students must document all sources according to the instructions of the professor. Should your instructor suspect you of plagiarism, cheating, or other forms of academic dishonesty, you may receive a failing grade for the course and disciplinary action may result. The incident will be reported to the IFSA resident director as well as your home institution.

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