



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2021/2022		
MASTER'S DEGREE (MSC)	TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT		
SUBJECT	EVENTS MANAGEMENT		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	50461-Discipline economiche e gestionali		
CODE	19009		
SCIENTIFIC SECTOR(S)	SECS-P/08		
HEAD PROFESSOR(S)	ANDRE SHERRY	Professore a contratto	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	6		
INDIVIDUAL STUDY (Hrs)	114		
COURSE ACTIVITY (Hrs)	36		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS			

DOCENTE: Prof.ssa SHERRY ANDRE

PREREQUISITES	General principles of tourism economics and marketing
LEARNING OUTCOMES	Upon successful completion of the course students will be able to: 1. Analyze the five (5) critical stages of event management: research, design, planning, coordination, and evaluation 2. Conduct the research and design needed for procuring an event 3. Coordinate and implement a virtual event 4. Apply team dynamics in a virtual setting 5. Evaluate and dissect a virtual event
ASSESSMENT METHODS	<ul style="list-style-type: none">- Online quizzes to demonstrate understanding of the course theories- Written submissions, including a final exam, to verify the ability to connect theory to application- Event production to measure ability to execute course learning objectives. Final assessment aims to evaluate whether the student has knowledge and understanding of the topics, has acquired jurisdiction to interpret and independent judgement. EVALUATION SCALE (pass from 18 to 30) The result of the global oral exam will be considered: EXCELLENT (30-30 laude) if the student will show excellent knowledge of the topics, excellent property of language, good analytical capacity, and the ability to apply the knowledge to solve the problems submitted; VERY GOOD (26-29) if the student shows good mastery of the subject, full property of language and the ability to apply the knowledge to solve the problems submitted; GOOD (24-25) if the student will show to have basic knowledge of the main topics, fairly good property of language, limited ability to independently apply the knowledge for the solution of the problems submitted; MORE THAN SUFFICIENT (20-23) if the student will show not to have full mastery of the main arguments but a good understanding of the same, satisfactory property of language, lack of ability to independently apply the knowledge acquired; SUFFICIENT (18-19) where the student will show minimum basic knowledge of the main teaching and technical language issues, minimum ability to apply the knowledge acquired; INSUFFICIENT (less than 18) if the student does not have an acceptable knowledge of the contents of the topics covered in the teaching. For attending students grading is also based on individual performance and oral presentation of the research project
EDUCATIONAL OBJECTIVES	The student will be able to analyze the five critical stages of event management, construct a proposal for a special event, develop an implementation plan for an event, create a marketing plan for an event, market and execute a virtual event, and design a post-event evaluation. Students will demonstrate professional oral and written abilities.
TEACHING METHODS	Teaching methods will include: <ul style="list-style-type: none">- Virtual class lectures- Student-centered discussions- Assigned readings- Online quizzes- Peer-to-peer virtual interactions- Videos- Individual and team assignments- Final exam
SUGGESTED BIBLIOGRAPHY	Silvers, J. R. (2012). Professional Event Coordination. Hoboken, NJ: John Wiley & Sons. ISBN: 10: 0470560711 ISBN: 13: 978-0470560716

SYLLABUS

Hrs	Frontal teaching
4	Introductions; Course overview & requirements. Event Management, planning, & site selection
4	Roles & responsibilities; Team activity. Begin research for event; Role selection
4	Team activity; Infrastructure, Marketing, & Theme
4	Production, Experience, & F&B: case studies and lectures
6	Conference updates: Secure descriptions & Bios; Select registration platform; Build website; Select event platform; Promotion efforts; Final details; Evaluation metric
6	Manage Risk, Vendors, & Evaluation. Virtual event: Distribute evaluations.
4	Developing and implementing plan for an event, creating a marketing plan for an event, market and execute a virtual event, and design a post-event evaluation
4	Conduct the research and design needed for procuring an event; Coordinate and implement a virtual event; Apply team dynamics in a virtual setting; Evaluate and dissect a virtual event

