



**The University of Jordan
Accreditation & Quality Assurance Center**

COURSE Syllabus

1	Course title	Event Management
2	Course number	5302318
3	Credit hours (theory)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	None
5	Program title	Hotel Management
6	Program code	02
7	Awarding institution	The University of Jordan
8	Faculty	Faculty of Tourism and Hospitality
9	Department	Hotel Management Department
10	Level of course	2
11	Year of study and semester (s)	Second
12	Final Qualification	B.Sc. in Hotel Management
13	Other department (s) involved in teaching the course	Travel and Tourism Management Department, Food and Beverage Management Department
14	Language of Instruction	English
15	Date of production/revision	2010 - 2015

16. Course Coordinator:

Course Coordinator:	Dr. Omar A. Alananzeh
Office numbers:	317
office hours:	Sunday, Tuesday, Thursday from 09:00 to 10:00
phone numbers:	35058
email addresses:	o.ananzeh@ju.edu.jo omarananzeh@yahoo.com

17. Other instructors:

Course Instructor:	Dr. Omar A. Alananzeh
Office numbers:	317
office hours:	Sunday, Tuesday, Thursday from 09:00 to 10:00
phone numbers:	35058
email addresses:	o.ananzeh@ju.edu.jo omarananzeh@yahoo.com

18. Course Description:

This course explores the principles of managing the various events including festivals, conventions, and expos. It emphasizes organizations, site preparation, communications, personnel and security as well as evaluation

19. Course aims and outcomes:

A- Aims:

1. corrective measures regarding event planning and management.
2. To understand the direct and the indirect impacts of event tourism on the host country
3. To illustrate the relationship between event tourism and tourism industry.
4. To be familiar with the different acronyms of this segment such as “MICE”, “Business”, and “Event Tourism.
5. To help the students in examining various supervision and planning activities in events.
6. To offer a solid foundation in understanding the principles and theories of management styles, skills and techniques associated with the event industry.
7. To prepare the next generations of event planners to deal with issues facing the event tourism.
8. To learn how to implement decisions ,evaluate and propose

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...

- Identify the characteristics of conferences and event tourism.
- Students will be able to differentiate between leisure tourism and MICE (Business Tourism).
- Students will be able to identify the destination attributes suitable for hosting events.
- To plan correctly for hosing an event.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Tourism industry	First	Dr. Omar Alananzeh	-define tourism, it growth factors, reasons of its uniqueness, and its characteristics	Ask questions	Text book
Types of tourism	Second	Dr. Omar Alananzeh	- define types of tourism and give examples	Group discussion	
Event tourism	Third	Dr. Omar Alananzeh	- define event tourism, typology of planned events, and categories of events	Quiz	
MICE tourism	Fourth	Dr. Omar Alananzeh	- define MICE, know its history, its factors of growth and development, and the challenges it faces.	- Assignment	
MICE tourism	Fifth	Dr. Omar Alananzeh	- know its characteristics, the differences between business trips and leisure trips, its contributions locally and internationally	Class discussion	
MICE tourism	Sixth	Dr. Omar Alananzeh	- know the pros and cons of conventions centers, MICE destination attributes and selection.	Midterm	

			- know the main players of MICE tourism		
Event planning	Seventh	Dr. Omar Alananzeh	- know the benefits of planning, stages of planning, financing the events.	Class discussion	
Event planning	Eighth	Dr. Omar Alananzeh	- give examples of planning for events, know planning for green events.	Class discussion	
Event marketing	Ninth	Dr. Omar Alananzeh	- realize the challenges faced tourism marketing, know the marketing mix in events	Class discussion	
Event promotion tools	Tenth	Dr. Omar Alananzeh	- knows the different types of promotion tools utilized to promote events.	Quiz	
Tourism in Jordan	Eleventh	Dr. Omar Alananzeh	- know the history of tourism in Jordan and its structural and organizations.	Class discussion	
Event tourism in Jordan	Twelfth	Dr. Omar Alananzeh	- know the types of tourism in Jordan, and the MICE infrastructure in Jordan	Ask questions	
NTS	Thirteenth	Dr. Omar Alananzeh	- Know the pillars and aims of the second NTS and the benefits of planning	Class discussion	
Reports and Assignments discussion	Fourteenth	Dr. Omar Alananzeh	- to discuss students' reports and assignments	Class discussion	
Review	Fifteenth	Dr. Omar Alananzeh	- To answer the most important questions related to the course.		

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

Lectures, discussion groups, debates, problem solving, etc.

The methods of instruction may include, but are not limited to:

1- Lectures:

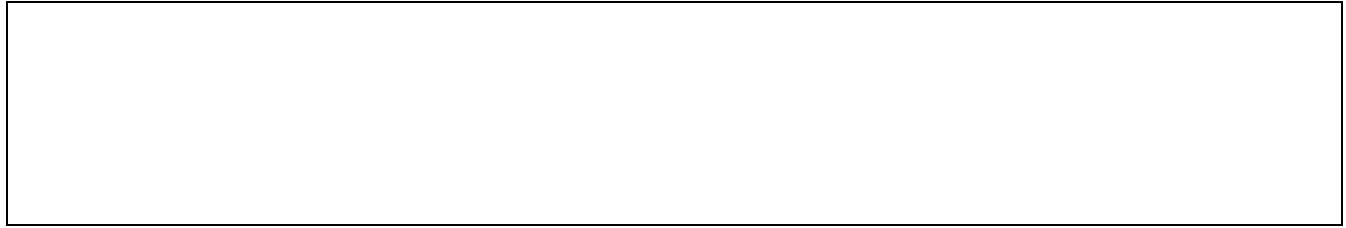
This course is primarily a self-directed course where the possibilities are limited by only the student's imagination with a lot of free form experimental techniques to work with in workshops as well as the tutorial topics in the recommended textbooks and documented materials.

2- Workshops/Assignments:

Workshop assignments are assigned at the end of each unit to help support and supplement material found in the text.

3- Chapter presentation:

Each student will be required to make a presentation of chapter summary during the semester. Please sign up for a time that is convenient for you.



22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

The following methods of learning assessment may be used for the various levels of learning in this course:

- Tests and Exams.
- Course Work (Quizzes, Assignments and Group Works).
- Term Project.

23. Course Policies:

A- Attendance policies:

Absence from lectures shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to an approved by the Dean of the faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

B- Absences from exams and handing in assignments on time:

Students are expected to attend all classes of this course (without exception). A prior approval is required for class absence except for emergencies. However, any student with 7 Classes short attendance will be enforced to withdraw from the course, and the student will receive EW in his/her transcript for this course.

Do not come late to class. Any student coming late will not be allowed to attend the class and he/she will be marked absent. A make up test will be conducted for absent students who have accepted excuse determined by the course instructor or the Dean.

C- Health and safety procedures:

The college ensure all the safety and security of students in classrooms and the practical places.

D- Honesty policy regarding cheating, plagiarism, misbehavior:

“A student who knowingly represents work of others as his/her own, uses or obtains unauthorized assistance in the execution of any academic work, or gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.”

Definition of cheating:

Cheating is an attempt to gain marks dishonestly and includes:

- Copying from another student’s work.
- Using materials not authorized by the institute.
- Collaborating with another student during a test, without permission.
- Knowingly using, buying, selling, or stealing the contents of a test.
- Plagiarism which means presenting another person’s work or ideas as one’s own, without attribution.
- The minimum penalty for cheating is an automatic zero for the test or assignment leading to a possible “F” for the subject. The student will be expelled from the examination room so that he/she doesn’t disturb other students. The exam invigilator will produce a report on the case. The report will be kept in the student file.
- A second offense will result in the immediate suspension of the student for the remainder of the current semester. A copy of the decision will be kept in the student file, while another one will be passed to the Dean.

E- Grading policy:

Failure in attending a course exam will result in zero mark unless the student provides an excuse acceptable to the Dean who approves a re-sit exam. Failed courses will normally be reassessed in the scheduled semester. It is your responsibility to attend the exam at the correct time and place.

Your results will be printed in a transcript, which includes all your assessments. You should check the accuracy of your transcript. If there is an error in your transcript, you have to notify the instructor.

- In the event that a student is up to ten minutes late, he/she will be permitted to attend/sit the exam. However, there will not be any extra time allowances made in favor of this student.
- In the event that a student is more than 10 minutes late, he/she will not be permitted to attend/sit the exam.
 - The student will not be allowed to re-sit an exam unless he/she furnishes the institute with written evidence as follows:
 - Sickness by providing a medical report stamped by the Ministry of Health.
 - Death of a member of his/her family.
 - Accidents (e.g. car accident).
 - Natural causes such as heavy storms.

A grade of (D) is the minimum passing grade for this course. Grades of less than D are not acceptable for credit towards graduation in this course.

Element	Weight
Class Participation	10%
Quizzes	10%
Mid Test	30%
Final Test	50%
Total	100%

Class participation is divided as follow:

Element	Marks
Class Attendance & participation	5 Marks
Quizzes Test	10 Marks
Chapter Presentation	5 Marks
Total	20 Marks

F- Available university services that support achievement in the course:

Data Show, Theatre

24. Required equipment:

Data Show, Smart board

25. References:

- 1- Getz, D. (1991). *Festivals, special events and tourism*. New York: Van Nostrand Reinhold.
- 2- Getz, D. (1997). *Event management & event tourism*. Cognizant Communication Corp

26. Additional information:

Name of Course Coordinator: -----Signature: ----- Date: -----
Head of curriculum committee/Department: ----- Signature: -----
Head of Department: **Dr. Omar Alananzeh** Signature: -----
Head of curriculum committee/Faculty: ----- Signature: -----
Dean: ----- -Signature: -----

Copy to:
Head of Department
Assistant Dean for Quality Assurance
Course File