

COURSE CODE: EVENTMA

COURSE TITLE: Introduction to Event Management for Business

COURSE DESCRIPTION:

This is an elective management course for Decision Sciences and Innovation (Business Management, Entrepreneurship or Interdisciplinary Business Studies) students that delves into the practice of event management in business. It aims to introduce students to the different types of events (leisure, personal, cultural and organizational) and guide them on how to organize and managing them. It will tackle the application of knowledge, skills, tools and techniques to the step-by-step process of organizing events, including overall planning, budgeting, marketing and managing of resources, from its inception to completion aimed to deliver all the work required within defined scope, time, cost and quality standards. At the end of the course, the students are expected to come up with an event project proposal paper and stage their own event.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- No prescribed text - Materials will be provided by faculty using Canvas

READING LIST:

- Goldblatt, Joe (2013) Special Events: Creating and Sustaining a New World for Celebration. John Wiley and Sons.
- Gray, C. and Larson E. (2021), Project Management: The Managerial Process (Eight Edition), McGraw-Hill International Edition, Singapore.
- McCartnet, Glenn (2010), Event Management : An Asian Perspective. McGraw-Hill.
- Pinto, J. (2019), Project Management : Achieving Competitive Advantage (5th Edition), Pearson Education Inc., New Jersey.
- Shone, Anton and Parry, Bryn (2019) Successful Event Management (Fifth Edition). Cengage Learning.
- Wagen, Lynn van der and White, Lauren (2010) Events Management : For tourism, cultural, business and sporting events. Paerson Australia.
- Wrath Jeff and Gee Abby (2011) Event Management : Theory and Practice, McGraw-Hill

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: