



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE: Profundización en Gestión de Eventos (4318PFGE)**

**PROGRAM: Bachelor of Administration & Service (BA&S)**

**LEVEL OF STUDY: Undergraduate Programme**

<b>GENERAL ACADEMIC INFORMATION</b>			
<b>LATEST UPDATE</b>	2020-2		
<b>ACADEMIC DEPARTMENT</b>	Service, Quality, and Hospitality		
<b>Subject type</b>	Elective/Emphasis		
<b>Language</b>	English		
	Programme	Semester	

<b>Semester</b>	BBA	Elective	
	BA&S	Elective	
	BIB	Elective	
	BIMLA	Elective	
	BEIF	Elective	
	GAS	Elective	
<b>Number of Academic Credits</b>	2		
<b>Hours of academic work</b>	96		
<b>Contact hours</b>	32		
<b>Hours of independent/autonomous work</b>	64		
<b>Learning prerequisites</b>	<ul style="list-style-type: none"> <li>• Understand the impact of Quality Management on clients and other stakeholders.</li> <li>• Analyse, propose and argue solutions to quality and service problems in accordance with the principles of Quality Management and Applying quality approaches in different organizations.</li> <li>• Understand and value the total cost of quality</li> <li>• Understand the usefulness of quality management for the competitiveness of the organization</li> </ul>		
<b>International Component</b>	<ul style="list-style-type: none"> <li>• Vocabulary and technical language to communicate in different cultural contexts.</li> <li>• Intercultural challenges.</li> <li>• Courses linked to international challenges or projects with teams composed by both international faculty and students.</li> </ul>		

<b>Sustainable Development Goals (SDG)</b>	SDG: 4. Quality Education					
<b>COURSE DETAILS</b>						
<b>COURSE DESCRIPTION</b>	This subject empowers the student to acquire knowledge and analytical thinking typical of service administrators on the techniques that can be used when planning and successfully managing all kinds of events, whether they are in the private sector in an institutional social or business nature.					
<b>Key Words:</b>	Event planning, event management, assembly techniques.					
<b>COMPETENCES DEVELOPED</b>	<b>EICEA ILOS or Programme ILOS</b>	<b>Course ILOS</b>	<b>Type</b>	<b>Content</b>	<b>Teaching and Learning strategy</b>	<b>Assessment Method</b>
	ILO02 BA&S ILO07	Develops planning and event planning skills by interpreting the client's dreams, wishes or needs	Skill	EVENT ORGANIZER PROFILE • Rationale and Concept of the event organizer • Profile of the Event Organizer • Types of Events • Who can be our client, • Field of action of an event organizer. • Companies and Sectors • Knowledge and characterization of the client	Theoretical Class	Summative Assessment
	ILO03				Projects Based Learning	Formative Assessment
	ILO02 BA&S ILO07	Develops creativity skills for the design of the event and its proposal.	Skill	THE PROPOSAL • Design of the Proposal • How to hire a supplier and how to negotiate with a supplier • Preparation of the budget and design of the proposal • Inspection visit	Theoretical Class	Summative Assessment
	ILO03				Projects Based Learning	Formative Assessment

				<ul style="list-style-type: none"> <li>• Presentation of the proposal and negotiation of the budget</li> <li>• Signature of the contract</li> <li>• Preparation of the calendar of activities and schedule of activities and payment..</li> </ul>		
ILO02 BA&S ILO07 BA&S ILO08	Develops reaction action skills in unforeseen issues, generating permanent self-learning processes.	Skill	EXECUTION OF THE ASSEMBLY AND THE EVENT <ul style="list-style-type: none"> <li>• Follow-up to suppliers</li> <li>• Event Security</li> <li>• Etiquette and protocol</li> <li>• Day of the assembly event - moment of truth - end of the event</li> <li>• Event evaluation</li> <li>• Social and ethical responsibility</li> </ul>	Theoretical Class	Summative Assessment	
ILO03 ILO04				Projects Based Learning	Formative Assessment	
ILO06	Creates strategies for the planning and management of event companies	Skill	<ul style="list-style-type: none"> <li>- Strategies and Action Plans applied: The Service process</li> <li>- Strategies and Action Plans applied: Manage Customer satisfaction and Loyalty</li> </ul>	Theoretical Class	Summative Assessment	
<p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO06: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BA&amp;S ILO07: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p>						

	BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.
<b>Bibliography</b>	<ul style="list-style-type: none"><li>• It is a practical subject, which teaches the management and execution of events in the real field, the development of the class is based on the management of the knowledge of people who have been in the field for years, no bibliography is used.</li></ul>