



TQF. 3 Course Specification

Course Title : HIM3405 Special Event Management

Credits : 3(3-0-6) **Semester :** 3

Academic Year : ...2559.....

Bachelor of Arts Program in ...Hotel Management...

**International College, Suan Sunandha Rajabhat University
(SSRUIC)**

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Section 1 General Information

1. Code and Course Title : HIM3405 Special Event Management

2. Credits : ...3 (3-0-6).....

3. Curriculum and Course Category :

This course of Bachelor of Arts...,International College, SSRU is categorized
in Major Requirement Course

4. Lecturer (s) :

1. Ms.Kanamon Suwantada

Room Number 305 Tel. 061-6923545.E-mail K.suwantada@hotmail.com

5. Year / Semester

Year2...../ Semester3.....

6. Prerequisite Course

None

7. Co-requisite Course :

None

8. Learning Location

Building Number : ...SSRUIC.....Room Number ...402.....

9. Last Date for Preparing and Revising this Course:

...20 May 2017...

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to cognitive domain, psychomotor domain, and affective domain in the following areas of performance :

- (1.1) Able to understand overview of Special Events Management
- (1.2) Able to understand the method of logistics for planning special events, duty of event organizer, opening and closing ceremony, organize function and theme event, wedding party, spouse and families program, pre and post event tour, security of premises and sponsorship of the event.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

... According to TQF (Thailand Quality Framework: HEEd.) and the Teachers' Council of Thailand with the standards of professional knowledge and experience for requirement courses, students should have essence of knowledge in design concept for a special event, logistics for planning special events, duty of event organizer, opening and closing ceremony, organize function and theme event, wedding party, spouse and families program, pre and post event tour, security of premises and sponsorship of the event.

Section 3 Course Structure

1. Course Outline

Design concept for a special event, logistics for planning special events, duty of event organizer, opening and closing ceremony, organize function and theme event, wedding party, spouse and families program, pre and post event tour, security of premises and sponsorship of the event.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture	Practice/ Field Work/Internship	Self Study	Remedial Class
...45 hours	-	96 hours	3+ hours (If Any)

3. Time Length per Week for Individual Academic Consulting and Guidance

.....3 hour / week.....

Section 4 Developing Student's Learning Outcomes

Learning Standard/ Outcome	Learning Activities	Learning Assessment
<p>1. Ethics and Morals</p> <ul style="list-style-type: none"> • To be able to have positive attitudes towards service careers • Have self-discipline, be punctual, responsibility to self, profession and society. 	<ul style="list-style-type: none"> • Provide case studies that explain ethics in careers in the hospitality industry • Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations. 	<ul style="list-style-type: none"> • Assess from student attendance in class, student behavior and hand in work assigned on time • Students 'contribution on group Assignment
<p>2. Knowledge</p> <ul style="list-style-type: none"> • To be able to have up-to-date knowledge in the Event management and operation small events in hospitality Industry 	<ul style="list-style-type: none"> • Lecture and group discussion in relevant topic • Use problem-based learning 	<ul style="list-style-type: none"> • Assignments • Midterm and final examination
<p>3. Cognitive Skills</p> <ul style="list-style-type: none"> • Be able to apply innovation and knowledge from other related 	<ul style="list-style-type: none"> • Use problem-based learning 	<ul style="list-style-type: none"> • group project

<p>academic fields in developing working skills.</p>		
<p>4. Interpersonal Skills and Responsibility</p> <ul style="list-style-type: none"> • Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems 	<ul style="list-style-type: none"> • Group Assignment 	<ul style="list-style-type: none"> • Group discussion • Group Project
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <ul style="list-style-type: none"> • Be able to communicate with foreigners effectively in the appropriate contexts; • Be able to use technology to communicate and present effectively; and 	<ul style="list-style-type: none"> • Provide assignments that require students to use information technology skills and knowledge • Use Group discussion and presentation 	<ul style="list-style-type: none"> • Assignments • Presentation • Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class.

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Introduction to Event Management	3	<ul style="list-style-type: none"> • Pretest 	Ms.Kanamon Suwantada
2	Types of Events	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Cooperative learning approaches 	Ms.Kanamon Suwantada
3	Exhibition	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Cooperative learning 	Ms.Kanamon Suwantada
4	Venue Management	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Cooperative learning 	Ms.Kanamon Suwantada
5	Logistic for planning special events	3	<ul style="list-style-type: none"> • Lecture and group discussion 	Ms.Kanamon Suwantada
6	Duty of event organizer	3	<ul style="list-style-type: none"> • Lecture and group discussion 	Ms.Kanamon Suwantada
7	Opening and closing ceremony	3	<ul style="list-style-type: none"> • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
8	Midterm Examination	3	Paper Examination	Ms.Kanamon Suwantada
9	Pre event preparation	3	<ul style="list-style-type: none"> • group discussion • Student-centered: Cooperative learning 	Ms.Kanamon Suwantada
10	Security of premises	3	<ul style="list-style-type: none"> • Lecture and group discussion 	Ms.Kanamon Suwantada
11	Organize function and theme event	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Cooperative learning 	Ms.Kanamon Suwantada

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
12	Charity Event	3	<ul style="list-style-type: none"> Lecture and group discussion Student-centered: Cooperative learning 	Ms.Kanamon Suwantada
13	Post Event Report	3	<ul style="list-style-type: none"> group discussion Student-centered: Cooperative learning 	Ms.Kanamon Suwantada
14	Student Presentation	3	Group Presentation	Ms.Kanamon Suwantada
15	Final Examination	3	Paper Examination	Ms.Kanamon Suwantada
Total of Hours		45 Hours		

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1.	Ethics and Morals <ul style="list-style-type: none"> To be able to have positive attitudes towards service careers Have self-discipline, be punctual, responsibility to self, profession and society. 	<ul style="list-style-type: none"> Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations. 	Throughout semester	Class attendance 5 %

<p>2.</p>	<p>Knowledge</p> <ul style="list-style-type: none"> To be able to have up-to-date knowledge in the Event management and operation small events in hospitality Industry 	<ul style="list-style-type: none"> Midterm and Final Examination 	<p>Week 9 Week 16</p>	<p>*Midterm 20% *Final 30%</p>
<p>3.</p>	<p>Cognitive Skills</p> <ul style="list-style-type: none"> Be able to apply innovation and knowledge from other related academic fields in developing working skills. 	<ul style="list-style-type: none"> Use problem-based learning 	<p>Throughout Semester</p>	<p>* Individual Activities 20 %</p>
<p>4.</p>	<p>Interpersonal Skills and Responsibility</p> <ul style="list-style-type: none"> Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems 	<ul style="list-style-type: none"> Group Assignment 	<p>Throughout semester</p>	<p>*Group discussion 5%</p>

5.	<p>Numerical Analysis, Communication and Information Technology Skills</p> <ul style="list-style-type: none"> • Be able to communicate with foreigners effectively in the appropriate contexts; • Be able to use technology to communicate and present effectively; and 	<ul style="list-style-type: none"> • Provide assignments that require students to use information technology skills and knowledge • Use Group discussion and presentation 	Week13 – week 14	*Group Project 20%
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Raj, R., & Musgrave, J. (2009). Event Management and Sustainability. Wallingford, UK: CABI

Rogers, T.(2003). Conferences and Conventions: A Globalindustry. Oxford (England: Butterworth-Heinemann.

Vining, S. (2001, Fall). The Future of the meetings industry: Why certain conference innovators are winning Meeting discoveries, 1, 1-7.

2. Important Documents for Extra Study

Fenich, G. (2005). Meeting, expositions, events, and conventions: An introduction to the industry. Upper Saddle River, N.J.: Pearson/Prentice Hall.

3. Suggestion Information (Printing Materials/Website/CD/Others)

Keywords for searching:

Meeting, Incentive Travel, Conference, Convention, Events

Website: <http://www.businesseventsthailand.com/>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- a. Content objectives were made clear to the students.
- b. The content was organized around the objectives.
- c. Content was sufficiently integrated.
- d. Content was sufficiently integrated with the rest of the first year curriculum.
- e. The instructional materials used were effectively.
- f. The learning methods appropriate assessed the students' understanding of the content.
- g. Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observe the class and discuss the results as follow:

- a. The lecturer is well prepared for class sessions.
- b. The lecturer answers questions carefully and completely.
- c. The lecturer uses examples to make the materials easy to understand.
- d. The lecturer stimulated interest in the course.
- e. The lecturer made the course material interesting.
- f. The lecturer is knowledgeable about the topics presented in this course.
- g. The lecturer treats students respectfully.
- h. The lecturer is fair in dealing with students.
- i. The lecturer makes students feel comfortable about asking question.

(10) Course assignment are interesting and stimulating.

(11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Director /Head of program construct assessment items to evaluate four dimensions of lecturer's competencies : teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching/learning process based on the results from the students' survey questions , the lecturer team's observation, and classroom research.

4. Feedback for Achievement Standards

International College Administrator Committee monitor to assessment process and Grading.

5. Methodology and Planning for Course Review and Improvement

- (1) Revise and develop course structure and process every two years.
- (2) Assign different lecturers teach this course to enhance students' performance.