

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF „MANAGEMENT“
DEPARTMENT „ECONOMICS AND ORGANIZATION OF TOURISM“

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, Phd)

SYLLABUS

SUBJECT: “EVENTS PLANNING AND DESIGN”;

DEGREE PROGRAMME: „International Business“; BACHELOR`S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6;

TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 90 h.

CREDITS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	90	-

Prepared by:

1.
(Prof. Stoyan Marinov, Phd)

2.
(Chief Assistant Krasimira Yancheva, Phd)

Head of department:
„Economics and Organization of Tourism“ (Prof. Tanya Dabeva, Phd)

I. ANNOTATION

The main focus of the course is on the conceptual foundations and the specialized knowledge for managing and designing the different types of events such as cultural, sports, entertainment, tourism and more.

The specific objectives of the discipline are related to the acquisition of knowledge about:

- *The nature and peculiarities of the different types of special events;*
- *Event planning;*
- *Basics of Event Design and Technology;*
- *Event Design;*
- *Event Transport and Logistics;*
- *Organization of event realization;*
- *Event Marketing;*
- *Event Monitoring and control;*

After the completion of training in this discipline students should know:

Key product features of the different types of events, the planning activities, the design, organization and control of events, as well as the trends of their development. An important contribution of the course is to explain/illustrate the theory through numerous successful practices, advanced processes and activities in the field of special events, animation and leisure.

The trainees will gain the ability to expand their knowledge and form new skills in event management in the contexts of new trends in event management logistics.

The course is structured in four main parts as follows: the first part deals with essential, characteristics and structure of the product of special events, in the second part the focus is on the importance of events planning and design; in the third part the focus is on the features of event marketing and in the fourth part the focus is on the realization of the events.

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	THEME 1. EVENT MANAGEMENT-INTRODUCTION	3	3	
1.1.	Nature and classification of events			
1.2.	The essence and tasks of event management			
1.3.	Event management objectives			
	THEME 2. EVENT PLANNING	4	4	
2.1.	Characteristics of the types of events (corporate events, private events, concerts and festivals, sports events, exhibitions, tourist events, disasters and accidents)			
2.2.	Defining goals and expected results of the event			
2.3.	Action plan developing			
2.4.	Event budget developing			
2.5.	Fundamentals of event design			
	THEME 3. EVENTS DESIGN	4	4	
3.1.	Design of event			
3.2.	Event decor			
3.3.	Technological equipment of events. Features.			
3.5.	Complex organization of events. Complex organization of cultural events. Complex organization of sport events.			

	Complex organization of tourist events.			
THEME 4. EVENTS ORGANIZATION		5	5	
4.1.	Transportation and event logistics			
4.2.	Complex organization and service of events			
4.3.	Complex organization and service of cultural events			
4.4.	Complex organization and service of sport events			
4.5.	Complex organization and service of tourism events			
THEME 5. EVENT MARKETING		4	4	
5.1.	Determination of channels for selling the event			
5.2.	Identifying the sources and means of financing the event			
5.3.	Determining the value / cost of participation or consumption			
THEME 6. EVENTS SALES AND FINANCING		5	5	
6.1.	Determination of channels for selling the event			
6.2.	Identifying the sources and means of financing the event			
6.3.	Determining the value / cost of participation or consumption			
THEME 7. EVENT REALIZATION-MANAGEMENT, MONITORING AND CONTROL		5	5	
7.1.	Creating and leading an event team			
7.2.	Allocation of responsibilities, powers and resources within the team			
7.3.	Defining indicators for monitoring, measuring the achievement of goals and outcomes and control			
Total:		30	30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	Number	extra-curricular, hours
1.	Midterm control		
1.1.	Presentation	1	10
1.2.	Case study	4	20
1.3.	Coursework on a predefined topic	1	40
Total midterm control:		6	70
2.	Final term control		20
2.1.	Formative assessment	1	20
Total final term control:		1	90
Total for all types of control:		7	

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Judy, Allen, Confessions of an Event Planner, John Wiley and Sons, Canada, 2009
2. Graham, Berridge, Events Design and Experience, Butterworth Heinemann, Routledge, 2011
3. Halsey, Troy, Freelancer's Guide to Corporate Event Design, Taylor and Francis, New York, 2010
4. Klaus, Weiermair, Christine Mathies, The Tourism and Leisure Industry. Shaping the Future, The Haworth Hospitality Press, New York, Oxford, 2004
5. Rimmington, Michael, Clare Williams, Alison Morrison, Entrepreneurship in the Hospitality, Tourism and Leisure Industries, Routledge, 2011
6. Roberts, Ken, The Business of Leisure, Macmilan Education, Palgrave, 2016
7. Yancheva, K. Technology for development and implementation of folklore animation product in tourism, Югозападен Университет „НЕОФИТ РИЛСКИ” –БЛАГОЕВГРАД, Стопански Факултет, Катедра Туризъм, Международен туристически форум “СПА и ВИНО” 16.10.2014 – 20.10.2014, Интерхотел Сандански (Сандански, България) и о-в Корфу (Гърция).
8. Yancheva, K., Bulgarian folklore as the competitive advantage of tourism product, XIV Международная научно-практическая конференция "Практика использования концепции маркетинга предприятиями и предпринимательскими структурами", 23-24 апреля 2013 г., ФГБОУ ВПО «Дагестанский государственный университет», Министерство торговли и внешнеэкономических связей Республики Дагестан.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Judy, Allen, Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, John Wiley and Sons, Canada, 2010
2. Torkildson, G., Leisure and Recreation Management, EFN Spoon, 1995.
3. Williams, Chr., J. Buswell. Service Quality in Leisure and Tourism, Cambridge: Cabi Publishing, 2004.
4. Wilson, Robert., Joyce, John., Finance for Sport and Leisure Managers, Routledge, 2008