MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY** 

**COURSE OUTLINE**

**<126042 – EVENT AND FESTIVAL MANAGEMENT >**

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| **1.** | **GENERAL INFORMATION** | |
| Course name (Vietnamese): | | Quản trị sự kiện và lễ hội |
| Course name (English): | | Event and festival management |
| Course ID: | | 126042 |
| Types: | | Specialization |
| Faculty/Department: | | Administration - International Economics |
| Main Lecturer: | | Nguyen Thi Kim Hiep  Email: [hiepntk@lhu.edu.vn](mailto:hiepntk@lhu.edu.vn) |
| Lecturer participating in: | | Pham Ngoc Hieu |
| Number of credits: | | 3 |
| Theory:  Practice:  Exercise: | | 3 periods  0 periods  0 periods |
| Specialty: | | Obligatory to students in Major of Tourism and Travel Management |
| Prerequisite course: | | No |
| Previous course: | | No |
| **2.** | **COURSE DESCRIPTION** | |

This course provides the basic information about organizing an event or conference; Creating ideas, programs and estimating budgets; learning about design and planning an event - conference scientifically; bringing high positive effect in preparation; knowing how to manage the logistics and organization, operating the event activities.

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| **3.** | **COURSE LEARNING OUTCOMES** |  |

**Table 1: Course Learning Outcomes (CLOs)**

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| **Course Learning Outcomes (CLOs)** | **Course Learning Outcomes content** | **Bloom domain/Bloom level** | **Program Learning Outcomes**  **(PLOs) (\*)** |
| CLO1 | Analyzing factors of the event to strategically plan for that event. | Knowledge (4) | PLO3 (PI3.1) |
| CLO2 | Coordinating effectively in group work during the event organizing process | Skills (4) | PLO6 (PI6.1) |
| CLO3 | Obeying the regulations | Attitude (2) | PLO7 (PI7.2) |

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| **4.** | **COURSE CONTENT, LESSON PLAN** |  |

**Table 2: Course Content, Lesson Plan**

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| **Week** | **Lesson/**  **Chapter** | **Name/Chapter** | **Lesson Learning Outcomes (LLO)** | | **Lecture and Study activities** | **Teaching methods** | **Assessment methods** | **References (\*)** |
| 1 | Chapter 1 | **The overview of Event**  The concepts  The concept of event  The concept of festival  Types of events | LLO1.1 | **Showing** the concepts of event and festival | **At home**  Students get to know about the relevant contents of the event and festival, the syllabus will be uploaded on LMS  **In class**  - Lecturer introduces the course overview, regulations and study routes, group report on topic.  - Students approach the new information by listening, observing and questioning. | - Lecture  -Didactic questioning | + Short answer test | [2],[3] |
| 2 | **The impacts of event**  To the culture and society  To the environment  To the politics  To the economy-tourism | LLO1.2 | **Clarifying** the impacts of event | **At home**  Students learn about the specific examples of the impacts of event based on the theory initially on LMS  **In class**  Lecturer answers students’ questions and divides in groups to discuss the impacts of the event. | -Case Studies  - Lecture | + Short answer test | [2],[3] |
| 3 | Chapter 2 | **The event industry**  The basic factors accelerating the existence of the event industry  The components of the event industry  The growth tendency of the event industry around the world | LLO2.1 | **Applying** the knowledge about event to solve the basic factors accelerating the existence of the event industry | **At home**  - Students read the chapter content uploaded on LMS initially  - Students understand, solve the practical situation  **In class**  Lecturer answers students’ question and divides in group to discuss the basic factors accelerating the existence of the event industry | - Case Studies  -Discussion | + Presentations | [2],[3] |
| 4 | The organizational profession and event management  The organization of events status in Vietnam | LLO2.2 | **Analyzing** the organizing event in Vietnam nowadays | **At home**  - Students read the chapter content uploaded on LMS initially  **In class**  - Lecturer answers students’ question  - SV thảo luận về tình hình tổ chức sự kiện ở Việt Nam Students discuss about the organization of events status in Vietnam | - Lecture  -Didactic questioning | + Short answer test | [2],[3] |
| 5 | Chapter 3 | **Planning strategies for the events**  The concepts, types and roles in planning for the event organization  Designing ideas for the event  The event planning progresses | LLO3.1 | **Establishing** the strategic plans for the event | **At home**  - Students start working in groups followed by syllabus uploaded on LMS  - Students learn, solve the practical situation  **In class**  - Each groups have to prepare the report and present about the content  - Lecturer and the others will observe, comment and evaluate the results in accordance with the related criteria | - Case Studies  - Discussion | + Presentations | [2],[3] |
| 6 | Chapter 4 | **Establishing the Marketing strategies for the event**  The overview of event Marketing  The progress of the customer’s buying decision | LLO4.1 | **Establishing** the Marketing strategies for the event | **At home**  - Students read the chapter 4 content uploaded on LMS initially  - Students learn, solve the practical situation  **In class**  Lecturer gives 1 practical situation and asks student to work in group to establish the event’s Marketing strategies | - Case Studies  - Discussion | + Presentations | [2],[3] |
| 7 | Mix Marketing for the event | LLO4.2 | **Clarifying** types of Mix Marketing for the event | **At home**  - Students read the chapter 4 content uploaded on LMS initially  - Students learn, solve the practical situation  **In class**  Lecturer gives 1 practical situation and asks students to work in group | - Case Studies  - Discussion | + Presentations |  |
| 8 | Chapter 5 | **Managing and operating the event project**  The techniques in the event project management  Controlling and Budgets  Human resources | LLO5.1 | **Identifying** the techniques of the event project management in order to manage the policies and human resources | **At home**  - Students read the chapter content uploaded on LMS initially - Students learn, solve the practical situation  **In class**  - Lecturer asks them to list every technique in the event project management  - Lecturer offers students to demonstrate how to control and budgets | - Case Studies  - Discussion | +Presentations | [2],[3] |
| 9 | Risk management and legal issues in organizing the event | LLO5.2 | **Showing** the legal issues in the organizations of event |
| 10 | Chapter 6 | **Launching the event project**  Logistics in the event  The concept of logistics in organizing the event  Logistics before the event | LLO6.1 | **Identifying** the the previous and during the event | **At home**  - Students read the chapter content uploaded on LMS initially  - Students learn, solve the practical situation  **In class**  Lecturer answers the students’ questions. Then lecturer divides in groups and asks them to demonstrate every logistics stage before the event | - Case Studies  - Discussion | + Presentations | [2],[3] |
| 11 | Chapter 6 | **Staging the event**  The opening and operating during the event  The ending and rating the event | LLO6.2 | **Choosing** steps during the opening, operating during the event | **At home**  - Students read the chapter content uploaded on LMS initially  - Students learn, solve the practical situation  **In class**  Lecturer answers the students’ questions. Then lecturer asks them to demonstrate the opening and the event’s operation | - Case Studies  - Discussion | + Short answer test | [2],[3] |

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| **5.** | **MAPPING OF LESSON AND COURSE LEARNING OUTCOMES** |  |

**Table 3: Mapping of Lesson and Course Learning Outcomes**

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| **Lesson Learning Outcomes** | **Course Learning Outcomes** | | | **Evaluation Component** |
| **CLO1** | **CLO2** | **CLO3** |
| **LLO1.1** | X |  |  | A1 |
| **LLO1.2** |  |  | X | A1 |
| **LLO2.1** | X |  |  | A1, A2, A3 |
| **LLO3.1** |  | X |  | A2, A3 |
| **LLO4.1** | X |  |  | A2, A3 |
| **LLO4.2** |  |  | X | A1 |
| **LLO5.1** |  | X |  | A2, A3 |
| **LLO6.1** | X |  |  | A1, A2, A3 |
| **LLO6.2** |  |  | X | A1 |

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| **6.** | **COURSE ASSESSMENT** |  |

**Table 4: Course assessment**

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| **Evaluation Component** | **Assessment** | **CLOs** | **Percentage (%)** |
| A1. Process | - Case Studies  - Short answer test | CLO1, CLO3 | *30%* |
| A2. Mid-term test | - Presentations | CLO1, CLO2 | *30%* |
| A3. Final test | - Written report | CLO1, CLO2 | *40%* |

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| **7. COURSE REQUIREMENTS AND EXPECTATIONS** |

- Attendance: Obeying the regulations

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Students who do homework, finish short answers and exercises in class will be given bonus marks to the students’ process status.

- Finishing given group discussions at home and in class according to the lecturer's regulations.

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| **8.** | **STUDY REFERENCES** |

**Textbook**

[1]. Nguyễn Thị Mỹ Thanh, Sử Ngọc Diệp (2015), Quản trị tổ chức sự kiện và lễ hội, NXB Lao động-Xã hội, TP Hồ Chí Minh. (Chưa tái bản)

**References**

[2]. Trần Đức Thành (2017), Giáo trình tổ chức sự kiện, NXB Thống Kê (Chưa tái bản)

[3]. Cao Đức Hải (2011), Quản lý lễ hội và sự kiện, NXB Đại học Quốc Gia (Chưa tái bản)

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| **9.** | **SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE** |  |

- Internet, Google Chrome, Kahoot

* **General rules:**

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| **Abbreviation** | **Description** |
| **PLO** | Program Learning Outcomes |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

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| **Head of Major/ Head of Faculty** | Dong Nai, 2024  Responsible lecturer  (sign and write full name)  **Nguyen Thi Kim Hiep** |