



Philadelphia University
Faculty of Administration and financial Sciences
Department of Hotel and Tourism Management
First semester, academic year 2014-2015

<u>Course syllabus</u>	
Course title: Exhibitions and Conferences Management	Course code: 381222
Course level: 3rd year	Course prerequisite (s) and/or co-requisite (s): Nile
Lecture time: 10.10 – 11.00	Credit hours: 3

<u>Academic Staff Specifics</u>				
Name	Rank	Office number and location	Office hours	E-mail address
Dr. Mwaffak Al-Hamairy	Associated Prof.	Fifth Floor 519	11-12	mhemiri@philadelphia.edu.jo

This course is covered in the following College and Department Learning Outcomes:

Department Learning Outcome no. 1, no. 2, and no. 4

Course Module Description:

Exhibitions and Conferences is a part of general course called Events Management, which is rapidly developing and makes significant contribution to business and leisure-related tourism. The course focus on providing skills and knowledge required for students, and cover areas such as exhibitions and conferences planning and management, marketing, finance, human resources management and operations.

Module Objectives:

1. To describes the performance outcomes, skills and knowledge required to develop the update general knowledge of the events industry, including exhibitions and conferences structure, legal issue and current technology.
2. To apply a significant analytical, creative and conceptual skills teamed with sound operational management experiment.
3. To describe the performance outcomes, skills and knowledge required to undertake the venue or site selection process for exhibitions and conferences.
4. To describe the performance outcomes, skills and knowledge required to manage customer service quality for exhibitions and conferences.
5. To plan and coordinate a range of marketing and promotional activities at an operational level.

Module Components :

Books (title , author (s), publisher, year of publication)

1. Lynn van der Wagen and Lauren White, (2010) Event Management For tourism, culture, business, and sporting events. Published by Pearson.
2. Allen, J, McDonnell (2008) Festival and special event management. Wiley Australia, Brisbane.
3. Getz, Bowdin , G and Wunsch, U (2010), Events Management casebook, Butterworth-Heinemann, Oxford, UK. |

Teaching Methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning Outcomes:

- Knowledge and understanding
 1. Be able to define exhibitions and conferences, and explain its core phenomenon and its major themes.
 2. Be able to understand the policy dimensions of the exhibitions and conferences themes.
 3. To think about the overall exhibition and conference objectives and scope.
- Cognitive skills (thinking and analysis).
 1. To analysis the range of information used in venue and site selection and confirmation process.
 2. Be able to classify exhibitions and conferences in term of their form, function.
 3. Be able to plan, prepare and conduct exhibition and conferences.
 4. Ability to prepare an operational plan for the catering of an event or function
- Communication skills (personal and academic).
 1. Reading newspapers.
 2. Attending seminars.
 3. Participating in training seminars.
 4. Participating in industry association activities.
 5. Reading event journals and magazines.
 6. Internet research.
- Practical and subject specific skills (Transferable Skills).
 1. Plan the event dates.
 2. Plan the event size.
 3. Research, select and book an appropriate venue.
 4. Organize a professional conference.
 5. Prepare and review the event budget.

Assessment Instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Homeworks
- Exams

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination	40
Reports, research projects, quizzes, homework, Projects	20
Total	100

Course/module academic calendar

Week	Basic and support material to be covered	Homework/reports and their due dates
10/23 -10/19	Event industry knowledge.	
10/30 -10/26	The structure and operation of the event industry.	
11/6 -11/2	Event purpose, objective and scope.	
11/13 -11/9	Event venues and sites: analyze site requirements.	
11/20 -11/16	Site/venue booking arrangements.	
11/27 -11/23 First Exam	Quality customer service.	
12/4 -11/30	Manage event service components.	
12/11-12/7	Manage the delivery of quality service.	
12/18 -12/14	Manage event staging requirement.	
12/25 -12/21	Marketing Activities.	
2015/1/1 -12/28 Second Exam	Organize marketing and promotional plan.	
1/8 -1/4	Sponsorship.	
1/15 -1/11	Determine sponsorship requirements and opportunities.	
1/22 -1/18	Glossary	
1/ 29 -1/25	Case studies and presentations	
2/9 -2/1 Final Exam	Review.	
2/12 - 2/9	Submitting Final Exam Results	

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module references

Books

1. Lynn van der Wagen and Lauren White, (2010) Event Management For tourism, culture, business, and sporting events. Published by Pearson.
2. Allen, J, McDonnell (2008) Festival and special event management. Wiley Australia, Brisbane.
3. Getz, Bowdin , G and Wunsch, U (2010), Events Management casebook, Butterworth-Heinemann, Oxford, UK.|

Journals

1. International Journal of Event Management Research
2. Journal of Convention & Event Tourism

Websites

1. Canberra Tourism: www.visitcanberra.com.au
2. Tourism Australia: [tourism .australia.com](http://tourism.australia.com)
3. Tourism New Zealand: [www. Tourisminfo.gov.nz](http://www.Tourisminfo.gov.nz)