

COURSE INSTRUCTOR

Charles Arcodia

SHORT BIOGRAPHY

Professor Charles Arcodia is an experienced educator and researcher in the Event Management field and other tourism and hospitality areas. He is currently the Head at the Department of Tourism, Sport and Hotel Management at Griffith University, Australia. He has held leadership positions in a variety of educational and business service contexts and consulted to various organisations. Directly before he joined the higher education sector he was involved in industry in a variety of organisational and management roles. His primary areas of teaching and research interest are in event management, tourism and hospitality education, and various tourism and related cultural issues.

INSTITUTIONAL EMAIL

Charles Arcodia may best be contacted at this email address: c.arcodia@griffith.edu.au

OFFICE HOURS

This is an intensively taught course so office hours are very flexible. At this stage, all meetings will be online and you will simply need to make an appointment via email.

Scientific Area/Área Científica:	Gestão		
Frequency/Periodicidade:	Trimestral		
Number of Contact Hours/ Número Horas Contacto:			
(T) Teóricas/Theoretical:	0000:00	(TP) Teórico-Práticas/Theoretical-Practical:	0018:00
(P) Práticas/Practical:	0000:00	(OT) Orientação Tutorial/Tutorial Orientation:	0005:00
(PL) Práticas Laboratoriais/Practical Labs:	0000:00	(S) Seminário/Seminar:	0000:00
Horas Dedicadas/Dedicated Hours:	0075:00		
Total Horas/Total Hours:	0098:00		

PREREQUISITE(S) / PRÉ-REQUISITO(S)

NA

COURSE UNIT AIMS

The course focuses on event planning, management and organization and aims to develop skills and knowledge relevant for a multitude of roles within the international events sector. With the development of the experience economy, increasingly diverse business and leisure event offerings, and increasing awareness of the social, cultural, economic and political meanings of events, events are an essential element for positioning destinations in the global market.

COURSE UNIT CONTENT

The course content is structured around four main topics:

- A. Introduction to Event Management
- B. Impact of Events
- C. Event Management Operations
- D. Assessing and Measuring Event Success

Upon completion of this course, students should be able to:

A. Knowledge and Understanding

- Understand and use basic design theory, management, planning and marketing theory applied to events
- Perform primary research to understand the impact of events in destination development
- Strengthen their strategic and critical thinking skills

B. Subject Specific Skills

- Plan and organize an event, including bidding, planning and marketing of the operation

C. General Skills

- Develop presentation skills
- Develop team working abilities
- Strengthen project management skills

LEARNING OBJECTIVES

Upon completion of this course, students should be able to:

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DEMONSTRATION OF THE COHERENCE OF THE SYLLABUS WITH COURSE UNIT AIMS

The course aims to provide students with knowledge and theory about planned events, focusing on event planning and management, outcomes, the experience of events, the dynamic processes shaping events and consumer behaviour within this context.

To fulfill this aim, the syllabus focuses on first building a theoretical foundation, on the evolution of design, management, planning and marketing theory applied to events and providing students with skills on event organization and management. The course also offers skills in measuring the success of events.

TEACHING AND LEARNING METHODS

The course covers the main topics outlined above, through the combination of learning techniques, taking into consideration different learning styles. Lectures are used to provide a solid theoretical background. Case studies are used to bring the theoretical concepts to life and enhance comprehension through discussion. In 2021 this course will be taught online.

DEMONSTRATION OF THE COHERENCE OF THE TEACHING METHODS WITH COURSE LEARNING OBJECTIVES

The teaching methods have been designed to work in hand in hand with the course syllabus by providing a blend of theory and strong practical application.

A variety of teaching and learning methods will be used in this course such as lectures, case studies and group reflections.

DEMONSTRAÇÃO DA COERÊNCIA DAS METODOLOGIAS DE ENSINO COM OS OBJETIVOS DE APRENDIZAGEM DA UNIDADE CURRICULAR [PT]

ASSESSMENT

Evaluation will consist of:

- Reflective Portfolio (20%)
- Group Project (40%)
- Final Exam (40%)

Grading scale in this course is 0-20. The general rules of NOVA SBE regarding academic dishonesty apply.

A detailed description and instructions on the group project will be posted on Moodle.

BIBLIOGRAPHY

D. Getz & S. Page (2019), Event Studies: Theory, Research and Policy for Planned Events, 4th Ed., Routledge

T. Rogers & R. Davidson (2006) Marketing Destinations and Venues for Conferences, Conventions and Business Events, Elsevier

ETC & UNWTO (2015), The Decision-making Process for Meetings, Congresses, Conventions and Incentives Organizers, ETC & UNWTO

Any additional reading materials for this course will be available through Moodle.

ADDITIONAL INFORMATION