The Hong Kong Polytechnic University

Subject Code	HTM3231
Subject Title	Events Experience Management
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	The overall objective is to introduce learners to the importance of managing diverse events in the context of experience. This subject facilitates learners to acquire knowledge, skills, tasks, and knowhow in different situations, that effective event and experience managers are equipped with. This subject aligns with various topics such as financial management, human resources, marketing, assessment of events, risk management, sustainability, and new trends. This subject provides learners with both theoretical approach and practicality through analyzing examples of previous events and learning from experiences of industry practitioners.
Intended Learning Outcomes	Upon completion of the subject, students will be able to become: **A. Competent Professionals** Students will be able to *explain and evaluate* various knowledge and concepts of events management applicable to the hospitality industry. **B. Critical Thinkers** Students will be able to *analyze and critique* existing and proposed special events. **C. Innovative Problem Solvers** Students will also be able to *display creative and analytical skills* in managing special events assignments. **D. Effective Communicators** Students will be able to *communicate and react* proactively with the stakeholders in the hospitality industry in the area of events management. **E. Lifelong Learners** Students will be able to *justify* solutions to inherent problems. **F. Ethical Leaders** Student will be able to *apply* knowledge/concepts of events management to real world situations in individual and team-based work. **G. Socially Responsible Global Citizen** Students will also be able to *prove how to plan and manage* events well as socially responsible global citizens.

Subject Synopsis/ Indicative Syllabus	1. Introduction, Definitions and Types of Diverse Events
	2. Forces, Trends, Impacts, and Implications for Event and Experience Management
	3. Creation of Events
	4. Planning Events
	5. Event Tourism Planning for Destinations
	6. Organization of Events
	7. Programming and Service Management
	8. Human Resource Management
	9. Technology in Events
	10. Financial and Risk Management
	11. Marketing of Events
	12. Evaluation and Impact Assessment
	13. Understanding of Trends: Socially Responsible Global Citizen