

## **TEACHING GUIDE**

# **BUSINESS ORGANIZATION AND PLANNING OF EVENTS AND CEREMONIES**

## **GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN CORPORATIVA (INGLÉS)**

**ACADEMIC YEAR 2024-25**



Date: 30-06-2024

 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**  
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I.-Subject Identification	
Type	FORMACIÓN BÁSICA
Teaching period	2 course, 2Q semester
Nº of credits	6
Language in which the subject is taught	English

II.-Presentation
<p>The general objective of the course is that the student learns the basic aspects of business organization and its application to the organization of events and ceremonies. To this end, different business functions and instruments used by companies when planning and organizing different acts and events will be studied. It is intended that the student acquires basic knowledge about the different types of events and their organizational peculiarities from a business point of view, as well as the various stakeholders involved in the planning and development of an event. Likewise, the student must learn to relate the business reality with the concepts seen in class.</p>

III.-Competences
<p><b>Generic competences</b></p> <p>CG1. Ability to organise functions and events for business organisations and institutions            CG2. Ability to apply knowledge to practice            CG3. Ability to analyse, gather and summarise information and data            CG5. Development of autonomous learning in the field of study            CG6. Planning and organisation skills            CG9. Ability to gather, evaluate and interpret information from different sources            CG10. Decision-making and problem-solving skills            CG12. Development of interpersonal skills            CG14. Critical-thinking and self-criticism skills            CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people            CG16. Leadership, with a conscious and ongoing commitment to respond constructively to challenges, contributing towards their resolution with experience, knowledge and action</p>
<p><b>Specific competences</b></p> <p>CE3. Knowledge of the cultural and intercultural environment for the development of any protocol activity or event            CE8. Knowledge of team synergies and coordination between the different areas involved in the organisation of an event            CE11. Knowledge of the professional and business environment related to the practice of the profession            CE20. Determine the logistic and organisational structure of an event. Ability to organise and coordinate teams            CE21. Design, organisation and planning of events, as well as their integral execution            CE27. Knowledge of diplomatic usage. How to manage and apply intercultural aspects to the organisation of an event and its communication            CE31. Principles of ethics and social responsibility. Management and implementation of these principles in business and institutional organisations</p>





**IV.-Contents**

**IV.A.-Syllabus**

**SECTION I. BUSINESS ORGANIZATION AND MANAGEMENT**

Topics	Subthemes
Topic 1. Introduction to business management.	1.1. Basic concepts. 1.2. Types of organizations. 1.3. Companies and organizations in the events sector. 1.4. Profile of the professional events organizer.
Topic 2. Managerial functions and managerial areas.	2.1. The managerial function: planning, monitoring, organization and human resource management 2.2. The production function. 2.3. The marketing function. 2.4. The financial function. 2.5. Human Resources function.
Topic 3. Strategic management.	3.1. Concept of business strategy. 3.2. Levels and types of strategy 3.3. Strategic management process: Analysis, formulation, and implementation of strategies.
Topic 4. Organizational design.	4.1. Concept and factors of organization/la design and organizational structure. 4.2. Basic decisions of organizational design.

**SECTION II. ORGANIZATION AND PLANNING OF ACTS AND EVENTS**

Topic 5. Acts and events.	5.1. Definitions and types of events. 5.2. Business events (meetings and conferences). 5.3. Weddings and banquets. 5.4. Fairs and congresses. 5.5. Sports events. 5.6. Other events.
Topic 6. Planning and organization of acts and events	6.1. The process of planning and organizing 6.2. Stakeholders . 6.3. Control and improvement instruments.

**IV.B.-Training activities**

Type	Title
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Defined in the initial planning of the course.	Defined in the initial planning of the course.
Academic tutorials: Upon student request via the virtual classroom email during the course	Defined in the initial planning of the course.
Defined in the initial planning of the course.	Defined in the initial planning of the course.

V.-Student workload		
Lecture classes		32
Practical classes/resolution of exercises, case studies, etc.		26
Practical sessions in technological laboratories, hospitals, etc.		0
Tests		2
Academic tutorials		10
Related activities: conferences, seminars, etc.		38
Preparation of lecture classes		20
Preparation of practices, exercises, cases studies work		30
Test preparation		22
Total student workload		180
VI.-Methodology and academic programme		
Type	Period	Content
Master classes	Week 1 to Week 15	Active participation in theoretical lessons
Group work	Week 1 to Week 15	Teamwork, and other practical activities.
Tests	Week 16 to Week 16	Final test (performed at the university on the official evaluation date)
Week 1 to Week 15	Assignments to evaluate the student's oral and/or written expression through different exercises, case studies, etc.	Seminars
Week 1 to Week 15	Conducted by industry professionals	Academic Tutorials



**VII.-Assessment methods**

**VII.A.-Assessment weighting**

**Continuous ordinary assessment:**

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

**Extraordinary assessment:** Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

**Description of the tests for assessment and their weights.**





BUSINESS ORGANIZATION AND PLANNING OF EVENTS AND CEREMONIES						
Evaluation System	Evaluation Activity	Weight	Revaluable in Extraordinary	Minimum Grade	Contents	Date
SE1. Written Test (multiple choice, short answer, problems, development, etc.)	Final written test (theoretical and practical)	50%	Revaluable	2,5 out of 5 (5 out 10)	Full syllabus	Official ordinary date On site examination
SE 5 . Evaluation of written or oral expression	Practical activity : Teamwork Project	25%	Revaluable	5 out of 10	Full syllabus	During school term
SE 6 . Evaluation of significant participation (debates, workshops, case resolution, etc.)	Between 2 to 4 exercises (case resolution, practical exercises, individual and group work, etc.)	20%	Not revaluable	No minimum grade	Full syllabus	During school term
SE 8 . Attendance and participation in learning (observation and/or in-person record)	Attendance	5%	Nto revaluable	No minimum grade (cumulative)	Attendance	During school term
Calculation of the final or overall grade	<ul style="list-style-type: none"> <li>The final grade is calculated as the weighted average of the evaluation activities' grades according to the specified percentages, provided they have been passed with the minimum grade indicated for each of them (if applicable). To pass the subject, the weighted average must be no less than 5.</li> <li>If one or more assessment activities have not been passed with the minimum grade, the final grade for the subject will be a fail.</li> <li>If a student has not participated in any evaluative test, the final grade will be "Not presented."</li> </ul>					
Extraordinary session	<ul style="list-style-type: none"> <li>In the extraordinary session, only revaluable evaluation activities that did not meet the minimum grade (or were not submitted) can be reevaluated.</li> <li>Reevaluation will take place on the official date specified for the extraordinary session. Practical activities that need reevaluation because they were failed in the ordinary session must be submitted on the same day as the exam.</li> <li>To pass the course, the overall grade must be 5 or higher (once the minimum grade for the revaluable test has been achieved).</li> </ul>					
Early session	<p>Same method as established generally.</p> <ul style="list-style-type: none"> <li>Final exam (80%)</li> <li>Submission of the final project (20%) on the same day as the exam. The professor will define the content of these activities in advance.</li> </ul>					

Early session	Same method as established generally. <ul style="list-style-type: none"> <li>•Final exam (80%)</li> <li>•Submission of the final project (20%) on the same day as the exam. The professor will define the content of these activities in advance.</li> </ul>
Other observations or clarifications	<ul style="list-style-type: none"> <li>•Attendance will be verified through the means deemed appropriate by the professor.</li> </ul>

**VII.B. Assessment of students with an academic exemption**

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

**VII.C. Review of assessment tests**

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

**VII.D.-Students with a disability or special educational needs**

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

**VII.E.-Academic behaviour, academic integrity and honesty**

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



**VII.-Bibliography**

**Reference Generic**

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 Navas López, J.E. y Guerras Martín, L.A. (2018). Fundamentals of Strategic Management. Thomson Reuters, Aranzadi.  
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 Skripak, S. J., Cortes, A., Walz, A. R., Parsons, R., &Walton, G. (2018). *Fundamentals of business*. VT Publishing.

**IX.-Lecturers/Teachers/Professors**

<b>Lecturer/teacher/professor´s name</b>	ALMUDENA BAANANTE GISMERO
<b>E-mail address</b>	almudena.baanante@urjc.es
<b>Department/field</b>	Economía de la Empresa (ADO), Economía Aplicada II y Fundamentos Análisis Económico
<b>Category</b>	Profesor/a Asociado/a
<b>Subject Coordinator</b>	No
<b>Academic tutorial timetable</b>	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
<b>Nº of Quinquenios</b>	0
<b>Nº of Sexenio</b>	0
<b>Nº period for technology transfer</b>	0
<b>Stretch Docentia</b>	0

