

TEACHING GUIDE

CEREMONIES AND EVENTS MANAGEMENT. OPERATIONS

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

ACADEMIC YEAR 2024-25

Date: 01-07-2024



 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	3 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>With this subject the student will acquire knowledge about different functional areas of any event and ceremony organization, from the point of view of operations management. For that, it is importat to make the difference between each funcional area. Special importance will be given to security, transportation, accomodation and sustainability.</p> <p>Students will be trained to be professionals able to develop management and organization tasks in different events and ceremonies.</p>

III.-Competences
<p>Generic competences</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 CG4. Oral and written communication skills in the language of the degree CG5. Development of autonomous learning in the field of study CG6. Planning and organisation skills CG7. Work organisation and business management techniques CG10. Decision-making and problem-solving skills CG12. Development of interpersonal 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>Specific competences</p>



CE2. Knowledge of institutional and business protocol techniques, of the rules and practices, of the procedural strategies for the organisation of all types of functions, ceremonies and events

CE3. Knowledge of the cultural and intercultural environment for the development of any protocol activity or event

CE11. Knowledge of the professional and business environment related to the practice of the profession

CE12. Train students to organise and plan events for institutions and business organisations

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

CE22. Ability to manage a multicultural function or event, taking into account the differentiating aspects of its participants and the need to plan for an integral and adequate communication

CE30. Acquire and apply the necessary knowledge of economics to manage the budget, recruitment, funding and sponsorship of different types of events, conferences, fairs and/or functions

CE31. Principles of ethics and social responsibility. Management and implementation of these principles in business and institutional organisations

CE32. Ability to write a speech adapted to the protocol usage of an event or function, taking into account the necessary treatments and intercultural aspects of its integral organisation

CE33. Ability to write and present the report, project and/or analysis of a function or event

CE50. Ability to diagnose any problems that may arise when organising a function, event or ceremony. Adequate decision-making skills. Ability to respond to unforeseen events. Carry out analysis and use response resources. That is, practical application of knowledge through case studies and the resolution of practical cases



IV.-Contents

IV.A.-Syllabus

Lesson 1. Types and stages of events

- 1.1. Definition of act and event
- 1.2. Basic characteristics of acts and events
- 1.3. Types of acts and events: classification
- 1.4. Phases of the project of an event

Lesson 2. Functional areas of the organization of an event

- 2.1. The organization of the event: definition of functions and tasks
- 2.2. Committees and secretariats: functions and coordination
- 2.3. Technical secretariat and scientific secretariat
- 2.4. Other committees and teams

Lesson 3. Operations management of an event

- 3.1. Procedure and job instructions
- 3.2. Venue management
- 3.3. Auxiliary services
- 3.4. Management of collaborators and sponsorships
- 3.5. Press and communication office

Lesson 4. Security at events and ceremonies

- 4.1. Event security
- 4.2. Access control management
- 4.3. Security of things
- 4.4. Self-protection plan

Lesson 5. Transportation at events and ceremonies

- 5.1. Air transport
- 5.2. Coach transport
- 5.3. Other means of transportation

Lesson 6. Accommodation and support at events and ceremonies

- 6.1. Types and characteristics
- 6.2. Types of services
- 6.3. Rates

Lesson 7. Ceremonies and events display

- 7.1. Services and assembly systems for stands and exhibitions
- 7.2. Characteristics in the assembly of scenarios, lighting and sound
- 7.3. Service and methods of reproduction and protection of image, sound and telecommunications
- 7.4. Service, modalities and technologies for translation
- 7.5. Floral ornaments
- 7.6. Dismantling of installations

Lesson 8. Quality management for events and ceremonies

- 8.1. Quality in the services of management of acts and events
- 8.2. Evaluation of services required in acts and events

Lesson 9. Sustainability management of ceremonies and events

- 9.1. What is a sustainable event?
- 9.2. Why a sustainable event?
- 9.3. Benefits of sustainable events
- 9.4. Steps to create an event sustainable
- 9.5. Certification of sustainable events: UNE-EN ISO 20121:2013 standard

IV.B.-Training activities



Type	Title
Others	Tutorials: exchange of ideas and doubts between students and teacher. Timetable should be confirmed with the professor.
Practical / resolution of exercises	Teachers can ask for activities, films, case studies to solve in class or at home. It could be done individually or in groups.
Reading	Lectures done by the teachers.
Others	Debates, presentations, brainstorming, etc.

V.-Student workload		
Lecture classes	30	
Practical classes/resolution of exercises, case studies, etc.	20	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	10	
Academic tutorials	10	
Related activities: conferences, seminars, etc.	8	
Preparation of lecture classes	40	
Preparation of practices, exercises, cases studies work	40	
Test preparation	22	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Academic Tutorials	Week 1 to Week 14	Timetable should be confirmed by the teacher.
Work placements	Week 1 to Week 14	Teachers can ask for activities, films, case studies to solve in class or at home. It could be done individually or in groups.
Master classes	Week 1 to Week 14	Lectures done by the teachers.
Tests	Week 1 to Week 14	On the official date established by URJC, or in the date proposed by the professor according to the schedule of the different parts of the subject.



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.

FINAL EXAM: 50% (on the official date, established by the University). It is compulsory to obtain a minimum mark of 5 out of 10 to pass this part. Item re-evaluable.

EVALUATION OF WRITTEN AND ORAL COMMUNICATION: 15 %. Minimum mark of 5 out of 10. Item re-evaluable.

EVALUATION OF RELEVANT PARTICIPATION 30 % (workshops, debates, practical cases, etc.). Minimum mark of 5 out of 10. Item re-evaluable.

ATTENDANCE AND PROACTIVE PARTICIPATION: 5%.

FINAL EXAM, EVALUATION OF WRITTEN AND ORAL COMMUNICATION and EVALUATION OF RELEVANT PARTICIPATION could be re-evaluated in the extraordinary call if the minimum mark required by this guide is not reached in regular evaluation. The grade obtained in the activities passed will be saved for the extraordinary call.

ATTENDANCE AND PROACTIVE PARTICIPATION is not considered a re-evaluated item.

RE-EVALUATED items would follow a similar structure in the extraordinary call as the structure used in the ordinary evaluation.

PRIOR CALL / EARLY EVALUATION (when requested) will follow similar structure as ordinary evaluation.

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

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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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Reference literature

Martin-Peña, M.L; Díaz-Garrido, E. (2016). Fundamentos de Dirección de Operaciones en Empresas de Servicios. Editorial ESIC
 Rueda Cuenca, F. y Sanjuán Monforte, J.C. (1996). El Protocolo en la Sociedad y en la Empresa, Madrid, Unión Eléctrica FENOSA.
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 Serna Ramos, M., Escudero López Cepero, M. (2017). Guía de organización de congresos, eventos feriales y exposiciones.

IX.-Lecturers/Teachers/Professors

Lecturer/teacher/professor's name	JORGE ANTONIO LINARES YBARRA
E-mail address	jorge.linares.ybarra@urjc.es
Department/field	Economía de la Empresa
Category	Profesor/a Asociado/a
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docencia	0
Lecturer/teacher/professor's name	FRANCISCO JAVIER ROLDAN PINILLOS
E-mail address	javier.rolدان@urjc.es
Department/field	Economía de la Empresa



Category	Profesor/a Asociado/a
Subject Coordinator	No
Academic tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	0

