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|--------------------------------------|---|------------------------|------------------|----------------------------|
| <b>Course Title</b>                  | Banqueting & Events Operations  |                        |                  |                            |
| <b>Course Code</b>                   | THOM-224  |                        |                  |                            |
| <b>Course Type</b>                   | This course serves as both Elective and Requirement, according to the program.  |                        |                  |                            |
|                                      | Hospitality Diploma   |                        | Requirement      |                            |
|                                      | All Programs  |                        | General Elective |                            |
| <b>Level</b>                         | Bachelor (1 <sup>st</sup> Cycle)  |                        |                  |                            |
| <b>Year / Semester</b>               | Year 2, B' Semester   |                        |                  |                            |
| <b>Teacher's Name</b>                | Orestis Tsiakkas  |                        |                  |                            |
| <b>ECTS</b>                          | 6   | <b>Lectures / week</b> | 3                | <b>Laboratories / week</b> |
| <b>Course Purpose and Objectives</b> | <p><b>Course Purpose:</b></p> <p>To develop professional knowledge and skills required to manage different types of banquets and events. The course addresses the systems, tools and checklists necessary for successful banquets and event planners concerning the room setup, audio visual services, exhibit handling, food and beverage delivery, social events planning, billing and other banqueting and events service operations. In addition, students have the opportunity to develop and run their own event as a group, gaining comprehensive practical experience of event management activities from proposal and planning to execution and evaluation.</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Apply knowledge and skills to implement the banquet event management process to deliver quality banquet and event services and experiences.</li> <li>• Understand and perform the various tasks involved in successful banquet and event planning and servicing.</li> </ul> |                        |                  |                            |
| <b>Learning Outcomes</b>             | <p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• Apply a systematic approach to the research, design, planning, implementation, and evaluation of festivals and community events.</li> <li>• Coordinate the human sourcing, logistical and operational details of an event.</li> <li>• Appreciate the potential marketing, social, economic, and environmental impacts of events.</li> </ul>  |                        |                  |                            |
| <b>Prerequisites</b>                 | Sophomore   |                        | <b>Required</b>  |                            |
| <b>Course Content</b>                | 1. Banqueting and events objectives / banquet reports and administrations / banquet packages  |                        |                  |                            |

|                             |   |           |            |           |                             |           |                        |          |                                  |
|-----------------------------|---|-----------|------------|-----------|-----------------------------|-----------|------------------------|----------|----------------------------------|
|                             | <ol style="list-style-type: none"> <li>2. Program development / the banquet flow charts</li> <li>3. Site selection / Banquet reservation book / inquiry form / reservation and quotation procedures</li> <li>4. Negotiation and contract / events orders / Risk Management</li> <li>5. Speakers and special events</li> <li>6. Marketing and media</li> <li>7. Sponsorship and finance</li> <li>8. Room setups</li> <li>9. Food and beverage service</li> <li>10. Audiovisual technology</li> <li>11. Operations services / types of services</li> <li>12. Teamwork and creativity</li> </ol> |           |            |           |                             |           |                        |          |                                  |
| <b>Teaching Methodology</b> | The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures   |           |            |           |                             |           |                        |          |                                  |
| <b>Mode of delivery</b>     | Face to face.   |           |            |           |                             |           |                        |          |                                  |
| <b>Bibliography</b>         | <b>Required</b>   |           |            |           |                             |           |                        |          |                                  |
|                             | Downson, R., Albert, B. & Lomax, D. (2022) Event Planning and Management: Planning and Practice (3 <sup>rd</sup> ed.) Kogan Page.   |           |            |           |                             |           |                        |          |                                  |
|                             | <b>Recommended</b>  |           |            |           |                             |           |                        |          |                                  |
|                             | Musulini, D. (2021) Event Planning: Management & Marketing for Successful Events, Independently Published.  |           |            |           |                             |           |                        |          |                                  |
| <b>Assessment</b>           | <p>The following assessment methods are employed to assess this course:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance &amp; Participation</td> </tr> </table>  | 30 – 50 % | Final Exam | 20 – 40 % | Mid –Term / Tests / Quizzes | 10 – 30 % | Assignments / Projects | 0 – 10 % | Class Attendance & Participation |
| 30 – 50 %                   | Final Exam  |           |            |           |                             |           |                        |          |                                  |
| 20 – 40 %                   | Mid –Term / Tests / Quizzes   |           |            |           |                             |           |                        |          |                                  |
| 10 – 30 %                   | Assignments / Projects  |           |            |           |                             |           |                        |          |                                  |
| 0 – 10 %                    | Class Attendance & Participation  |           |            |           |                             |           |                        |          |                                  |
| <b>Language</b>             | English   |           |            |           |                             |           |                        |          |                                  |