



**Hospitality+ Center
for Innovation and Training**

UNIVERSITY OF CENTRAL FLORIDA

Event Industry Essentials



COURSE DESCRIPTION

Step into the world of Event Management with our comprehensive, ten-module course designed to boost your expertise and set you apart. Discover the economic power and history of events, master stakeholder engagement, and explore sustainable, impactful event design.

Learn to assess social and economic impacts, manage sports and business events, and embrace the cultural richness of Saudi Arabian festivals. With real-world case studies and expert guidance, this course equips you to create unforgettable, impactful events that leave a lasting legacy.

Join us to become a leader in the event industry!

LEARNER TESTIMONIALS

The practical skills and real-world insights I gained from **MODULE 01 | Event Management: Navigating the Dynamic World of Events** have expanded my understanding of career opportunities in event planning and design.

MODULE 08: In-Depth Exploration of e-Sports introduced me to the world of e-Sports events as mega-events, sparking my interest in audience engagement, viewership culture, and emerging technologies. This aligns perfectly with my goal of contributing to Saudi Arabia's Vision 2030. I now feel more confident pursuing a career in this growing industry, especially in the esports sector, which I find both innovative and exciting."

ABEER | MAKKAH, SA



COURSE LEARNING OUTCOMES

1

Analyze and Evaluate Historical and Economic Aspects:

Critically analyze the historical development and economic impact of the events industry.

2

Develop Stakeholder Management Strategies:

Evaluate and implement effective strategies for stakeholder engagement and resource allocation.

3

Assess and Apply Event Planning Techniques:

Assess various event types and apply advanced planning and management techniques.

4

Integrate Sustainability in Event Planning:

Analyze and integrate sustainability principles using the Triple Bottom Line framework in event planning.

5

Utilize Interdisciplinary Insights:

Apply anthropological, psychological, and sociological principles to enhance event design and attendee experiences.

6

Evaluate Economic and Social Impacts:

Critically evaluate the economic and social impacts of events using relevant theories and methodologies.

7

Plan and Manage Major Sports Events:

Develop and implement comprehensive plans for major sports events, including financial and marketing strategies.

8

Explore and Manage eSports Events:

Investigate the eSports industry and develop strategic management plans for eSports events.

9

Plan and Evaluate Business Events:

Plan, execute, and evaluate business events, focusing on strategic goals and participant engagement.

10

Manage Cultural Events and Festivals:

Analyze and manage cultural events and festivals, focusing on heritage conservation and cultural participation.

HP+C1: Event Industry Essentials

This self-paced e-learning course is designed to guide students through comprehensive lessons. Each lesson consists of engaging video and text content with interactive activities, followed by a quiz to assess understanding, and a review session with reflection questions, key takeaways, and glossary of terms. The educational experience emphasizes critical thinking and independent work, with assessments that ensure students meet all learning objectives and master the content.

COURSE JOURNEY

START
HERE

MODULE 01
Event Management:
Navigating the Dynamic
World of Events

MODULE 02
Stakeholder Management
for Event Planners
and Designers

MODULE 03
The World of
Planned Events

MODULE 04
Sustainability and
Event Planning

MODULE 08
In-Depth
Exploration
of eSports

MODULE 07
Deep Dive:
Managing Major
Sports Events

MODULE 06
Evaluating the
Economic and Social
Impacts of Events

MODULE 05
Understanding Event
Planning with Anthropology,
Psychology, and Sociology

MODULE 09
Business Events
Management

MODULE 10
Festivals and Cultural
Events in Saudi Arabia

INTERACTIVE ACTIVITIES ALONG THE WAY...



SKILLS TO BE GAINED

event planning and coordination

industry awareness

job readiness

understanding of human behavior

management of event timelines,
budgets, and resources

participant engagement and networking

stakeholder
relationships

sustainability
integration

EVALUATION

The evaluation is structured to ensure that students engage deeply with the content, develop critical thinking skills, and demonstrate independent learning. A mix of multimedia materials enhance the learning experience.

10 MODULES

2 HOURS EACH

SELF-PACED

VIDEOS

ACTIVITIES

STUDY GUIDES

FORMAL ASSESSMENTS

HP+C1: Event Industry Essentials

LEARNER TESTIMONIALS

You know, the e-Sports industry is huge and packed with career opportunities!

As I worked through...

MODULE 08: In-Depth Exploration of e-Sports

I got really excited about the idea of landing a job in this field. Sure, I might not be the best gamer, but I love watching streamers and gamers do their thing. With my background in gaming, I feel like diving into a job in this space would be an absolute blast!



JOMANA | JEDDAH, SA



Rosen College of
Hospitality Management

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hospitality.ucf.edu

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2024 ShanghaiRanking

#1

Hospitality & Tourism
Management program
in the USA

Rosen College of
Hospitality Management
UNIVERSITY OF CENTRAL FLORIDA

2024 ShanghaiRanking

#4

Hospitality & Tourism
Management program
in the world

Rosen College of
Hospitality Management
UNIVERSITY OF CENTRAL FLORIDA

UCF Rosen College of Hospitality Management, located in Orlando, Florida, offers students an unrivaled opportunity to learn and work in the heart of hospitality. UCF Rosen College is committed to providing an environment where we educate the next generation of industry leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research, and strong industry and community partnerships, while delivering a global perspective on hospitality management, event management, entertainment management, lodging and restaurant management, and senior living management.

3,000

With more than 3,000 undergraduate students, the college is one of the largest and fastest-growing hospitality programs in the nation.

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