

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	:	Bachelor of Social Sciences (Honours) in Sociology and Community Studies; all undergraduate programmes
Programme QF Level	:	5
Course Title	:	Community Event Planning and Operation
Course Code	:	SSC3357
Department	:	Social Sciences and Policy Studies
Credit Points	:	3
Contact Hours	:	39
Pre-requisite(s)	:	Nil
Medium of Instruction	:	English
Course Level	:	3

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This course equips students with fundamental knowledge and practical skills for the design and execution of small-scale community events within educational contexts. Students will learn to organize various community events, such as community tours and educational workshops, that foster engagement and collaboration among community members. Key topics covered in the course include logistical management, venue selection, transportation coordination, and effective communication with stakeholders such as school administrators and community members. Through a mix of theoretical lectures, hands-on activities, case studies, and group projects, students will delve into essential aspects of event planning, such as budgeting, marketing strategies and risk management. The course will also address ethical considerations, emphasizing social responsibility and inclusiveness in event planning.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO1 Understand different types of community events and their operational outcomes within the industry, including their purposes and significance in promoting community engagement.
- CILO2 Apply operational theories in selecting appropriate venues, managing logistics, and executing event plans.
- CILO3 Evaluate stakeholder communication strategies, social etiquette, and operational standards used in community events, assessing their effectiveness in meeting industry demands.
- CILO4 Design a comprehensive community event plan that integrates learned concepts, ethical decision-making processes, and considerations for stakeholder engagement.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
1. Overview of Community Events and Their Significance - Types of community events - Event classification: goals, target audiences, and resource requirements.	<i>CILO1,3</i>	<ul style="list-style-type: none">• Lectures• Group discussion• Case study
2. Event Logistics: Venue Selection and Transportation - Logistical planning: detailed plans for logistical needs. - Venue selection: evaluating accessibility, capacity, and layout. - Transportation coordination: parking arrangements and public transport access.	<i>CILO2,4</i>	<ul style="list-style-type: none">• Lectures• Group discussion• Field Visit

3. Stakeholder Engagement and Communication Strategies - Identifying stakeholders: sponsors, community leaders, participants. - Effective communication: tailoring messages and transparency. - Building relationships: negotiation strategies and conflict resolution. - Social media and marketing: creating promotional content.	<i>CILO2,3</i>	<ul style="list-style-type: none"> • Lecture • Group discussion • Case study • Role Play
4. Designing a Community Event Plan - Comprehensive planning: setting objectives and timelines. - Budgeting: estimating costs and securing funding. - Ethical considerations: inclusivity, accessibility, and sustainability.	<i>CILO3,4</i>	<ul style="list-style-type: none"> • Lecture • Case Study • Field visit • Videos

4. Assessment

Assessment Tasks	Weighting (%)	CILO
<u>Individual Task</u> a) Class participation and site visit b) Reflection report about event operation	20% 30%	<i>CILO1,2,3</i>
<u>Group Task</u> c) Design an event operation manual to briefly introduce the theme, objectives and contents of a small-scale community event such as event overview, planning and logistics, staffing and roles, communication plan, registration and attendee management, safety and security, supplier and vendor management, budgeting, marketing and promotion, de-briefing, etc.	50%	<i>CILO1,2,3,4</i>

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

☐ **Not Permitted:** In this course, the use of generative AI tools is not allowed for any assessment tasks.

☒ **Permitted:** In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Nil

7. Recommended Readings

Botchwey, N., & Umemoto, K. (2020). A Guide to Designing Engaged Learning Courses in Community Planning. *Journal of Planning Education and Research*, 40(3), 332–344. <https://doi.org/10.1177/0739456X18772075>

Dowson, R., & Bassett, D. (2015). *Event planning and management: a practical handbook for Pr and events professionals*. London: Kogan Page.

Getz, D., & Page, S. J. (2016). *Event Studies: Theory, Research and Policy for Planned Events* (Third edition.). Taylor & Francis Group. <https://doi.org/10.4324/9780429023002>

Ito, K., Ogino, R., Hiyama, A., Hirose, M., Zhou, J., & Gao, Q. (2020). Evaluating Seniors' Virtual Reality Experience Performed at a Local Community Event in Japan. In *Human Aspects of IT for the Aged Population. Healthy and Active Aging* (Vol. 12208, pp. 609–621). Springer International Publishing AG. https://doi.org/10.1007/978-3-030-50249-2_43

Lei, W. S. C., Lam, C. C. C., & Lourenço, F. (2015). A Case Study on Hosting an Event as an Experiential Learning Experience for Event Education. *Journal of Teaching in Travel & Tourism*, 15(4), 345–361. <https://doi.org/10.1080/15313220.2015.1073573>

Matthews, D. (2016). *Special event production. The resources* (Second edition.). Routledge

Quinn, B. (2013). *Key concepts in event management*. SAGE.

Rust, E. (2020). Understanding experiential value creation at small-scale events: a multi-stakeholder perspective. *Journal of Policy Research in Tourism, Leisure and Events*, 12(3), 344–362. <https://doi.org/10.1080/19407963.2019.1701811>

Silvers, J. R., & O'Toole, W. (2021). *Risk management for events* (Second edition.). Routledge.

Slater, R. (2012). *The guide to event management: a guide to setting up, planning and managing an event successfully*. Andrews UK.

Ziakas, V., & Getz, D. (2023). *Cases for event management and event tourism*. Goodfellow Publishers Limited.

8. Related Web Resources

Leisure and Cultural Services Department 康樂及文化事務署

https://hk.history.museum/en_US/web/mh/index.html

Museum of London: Resources for schools learning

<https://www.museumoflondon.org.uk/schools/learning-resources>

Hong Kong Trade Development Council

<https://home.hktdc.com>

Travel Industry Authority

<https://www.tia.org.hk/tc/>

9. Related Journals

Event Management

International Journal of Event and Festival Management

Journal of Convention & Event Tourism

Planning Theory & Practice

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

11. Other

Nil

Updated July 2025