

MODULE DESCRIPTION

Module Title	Event Planning, Animation & Cruise Operation				
Module Code	CSH-117				
Module Type	Compulsory				
Level	Certificate				
Year/Semester	Year 1/Semester 2				
Instructor's Name					
ECTS	5	Lectures/week	3 academic hours	Laboratories/week	N/A
Module Overview	<p>Aim & Objectives:</p> <p>The module is designed to provide students with the knowledge and skills to plan, animate, and operate events in the cruise industry. Students will be able to comprehend the importance of events planning and animation, as it reflects on customer satisfaction on a cruise ship.</p> <p>The major objectives are as follow:</p> <ul style="list-style-type: none"> ▪ To understand the event management process and its objectives. ▪ To learn how to define event goals and objectives that align with the purpose, audience, stakeholders, and budget of the event. ▪ To explore the different types of events that can be organized on cruise ships, such as entertainment, education, wellness, and social events. ▪ To apply the principles of animation and creativity to design engaging and memorable event experiences for cruise guests. ▪ To learn how to select, book, and coordinate event venues, suppliers, and staff on cruise ships. ▪ To develop effective event marketing and communication strategies to attract and retain cruise guests. ▪ To evaluate event outcomes and feedback using appropriate metrics and tools. 				
Learning Outcomes	<p>Upon successful completion of the module, students should be able to:</p> <ul style="list-style-type: none"> ▪ Plan, organize, produce, and promote events and animation gatherings in cruise ships. ▪ Understand how event planning, animation, and cruise operations can contribute to economic development, and local employment. ▪ Utilize specific techniques and tools of the event planning process to manage and monitor the success of any event. ▪ Grasp the importance of ensuring health and safety standards in event planning and animation, in promoting the well-being of participants and crew 				

	<ul style="list-style-type: none"> ▪ Be provided with continuous learning and professional development engaged in event planning, animation, and cruise operations. ▪ Appreciate the importance of risk assessment and contingency planning when coordinating events. ▪ Appreciate the importance of proper time management and task management to an event's success. ▪ Demonstrate leadership skills (event managers need to consistently get the best out of their teams). 	
Prerequisites	N/A	
Module Content	<ul style="list-style-type: none"> ▪ Introduction to event planning and animation for the cruise industry ▪ The concept of event planning ▪ Animation principles and techniques ▪ Guest engagement and satisfaction ▪ The event planning process ▪ Entertainment and animation on a cruise ship ▪ Event staff selection and coordination ▪ Marketing and promotion for cruise events ▪ The importance of health and safety assessments ▪ The legal, ethical and risk management factors in planning events ▪ Event execution and evaluation ▪ Monitoring and managing performance quality ▪ Event innovation and improvement ▪ Smart cruise ship environments 	
Teaching Methodology	Lectures	Class notes, handouts, cases studies/examples, discussion/written questions.
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, sample problems and solutions are provided for each chapter.
Bibliography	Required	<ul style="list-style-type: none"> ▪ Allen, J. (2010) Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. 2nd edition, Wiley. ▪ Donald, G. (2013) Event Tourism: Concepts, International Case Studies, and Research. Cognizant Communication.
	Recommended	<ul style="list-style-type: none"> ▪ Foster, E. & Testa, L. (2023) The Unofficial Guide to the Disney Cruise Line 2024. ▪ Ward, D. (2023) Cruising & Cruise Ships. Insight Guides.

Language of Instruction	English
Assessment	<ol style="list-style-type: none"> 1. Event Planning Project (20%): <ul style="list-style-type: none"> ▪ Students will be assigned to plan and organise a mock event or animation gathering for a cruise ship. They must develop a comprehensive event plan, including budgeting, marketing strategies, logistics, and risk assessment. Evaluation will be done based on the final event’s plan feasibility, creativity, and alignment with the learning outcomes. 2. Case Studies (15%): <ul style="list-style-type: none"> ▪ Students will be presented with real-world case studies of successful and unsuccessful events or animations in the cruise industry. Students will analyse these cases, identify key factors contributing to success or failure, and propose strategies for improvement. 3. Simulation Exercises (10%): <ul style="list-style-type: none"> ▪ Conduct simulation exercises where students role-play as event planners or animation coordinators for different scenarios onboard a cruise ship. Evaluation will be based on their decision-making skills, ability to manage unforeseen challenges, and effectiveness in promoting guest engagement and satisfaction. 4. Written Reports (25%): <ul style="list-style-type: none"> ▪ Students will be asked to write reports on various aspects of event planning and animation, such as economic impact, local employment opportunities, health and safety standards, and professional development. These reports should demonstrate critical thinking, research skills, and understanding of industry practices. 5. Group Presentations (15%): <ul style="list-style-type: none"> ▪ Students will be divided into groups and each group will be assigned a specific topic related to event planning, animation, and cruise operations. Groups will prepare and deliver presentations on their assigned topics, showcasing their knowledge, communication skills, and ability to collaborate effectively. 6. Continuous Assessment (15%): <ul style="list-style-type: none"> ▪ Participation in class discussions, completion of weekly assignments, and engagement in group activities. Feedback will be given to students. 7. Guest Speaker Seminars (part of the continuous assessment):

	<ul style="list-style-type: none"> Industry professionals or guest speakers will be invited to conduct seminars or workshops on topics relevant to event planning, animation, and cruise operations. Students will be asked to engage with professionals, ask questions, and gain insights into industry best practices and emerging trends. <p style="text-align: center;">THE PASSING MARK FOR EACH MODULE IS 50/100</p>
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Mark's Description	MARK RANGE	GENERAL CHARACTERISTICS
Excellent	96 - 100	Exceptional breadth and depth of knowledge and understanding of the area of study; evidence of extensive and appropriate selection and critical evaluation/synthesis/analysis and of reading/research beyond the prescribed range, in both breadth and depth, to advance work/direct arguments; exceptional demonstration of relevant skills; excellent communication; performance deemed to be beyond expectation.
	91 - 95	Outstanding/excellent knowledge and understanding of the area of study as the student is typically able to go beyond what has been taught; evidence of extensive and appropriate selection and critical evaluation/synthesis/ analysis of reading/research within the prescribed range, to advance work/direct arguments; excellent demonstration of relevant skills; excellent communication; performance deemed according to expectation of the level.
Very good	88 - 90	Very good knowledge and understanding of the area of study as the student is typically able to relate facts/concepts together with some ability to apply to known/taught contexts; evidence of appropriate selection and evaluation of reading/research, some beyond the prescribed range, may rely on set sources to advance work/direct arguments; demonstrates autonomy in approach to learning; very good demonstration of relevant skills; strong communication skills.
	84 - 87	
	81 - 83	
Good	76 - 80	Good knowledge and understanding of the area of study balanced towards the descriptive rather than analytical; evidence of appropriate selection and evaluation of reading/research but generally reliant on set sources to advance work/direct arguments; good demonstration of relevant skills, though may be limited in range; communication shows clarity but structure may not always be coherent.
	71 - 75	
	66 - 70	
Satisfactory	61 - 65	Knowledge and understanding is satisfactory to deal with terminology, basic facts and concepts but fails to make meaningful synthesis; some ability to select and evaluate reading/research however work may be more generally descriptive; strong reliance on available support set sources to advance work; arguments may be weak or poorly constructed; adequate demonstration of relevant skills over a limited
	56 - 60	
	50 - 55	

		range; communication/presentation is generally competent but with some weaknesses.
Fail	21 - 49	Unsatisfactory in knowledge and understanding of the area of study; some ability to select and evaluate reading/research however work is more generally descriptive; fails to address some aspects of the brief; a limited use of sources to advance work; arguments may be weak/poor or weakly/poorly constructed; demonstration of relevant skills over a reduced range; communication shows limited clarity, poor presentation, structure may not be coherent.
	0 - 20	Highly unsatisfactory or no evidence of knowledge or understanding of the subject or taught concepts; facts reproduced in a disjointed or decontextualised manner; fails to address the outcomes addressed by the brief; typically ignores important sources in development of work and data/evidence inappropriately used; weak technical and practical competence hampers ability to demonstrate/communicate achievement of outcomes.