

## CLASS CARD

# Event Design & Experience Management

| Basic classes                        | Code in the study plan | ECTS |
|--------------------------------------|------------------------|------|
| Event Design & Experience Management | TiRII-07               | 2    |

|   |                        |
|---|------------------------|
| Education profile                                     | Practical              |
| Faculty and field of study                            | Physical Education     |
| Studies program in which the subject is realized      | Tourism and recreation |
| Professor's name                                      | Agnieszka Muszyńska    |
| Level of studies (eg. bachelor, master)               | Master                 |
| Study year and semester                               | 1;1                    |
| Language  | English                |
| Method of realization (stationary/ distance learning) | Stationary             |
| Lectures/classes hours                                | 30/0                   |
| Form of passing classes                               |                        |
| Type of subject (obligatory/ facultative)             | Facultative            |
| Prerequisites   | none                   |

## DETAILED INFORMATION

### Course aims and objectives

|    |  |
|----|--|
| A1 | Practical enhancement of debating, argumentation, and presentation skills.   |
| A2 | Familiarizing students with strategic business models based on AI technologies and the experience economy within the tourism and leisure industry.       |
| A3 | Developing competencies in the theoretical design of experience architecture and the analysis of modern event success indicators (ROI/ROE).              |
| A4 | Preparing students to take on leadership roles in project teams and to communicate effectively in crisis situations within an international environment. |

## LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

| Learning outcome | Subject's learning outcomes |
|------------------|-----------------------------|
| <b>KNOWLEDGE</b> |                             |
| K_W07            | P_W01                       |

|                           |  |
|---------------------------|--|
|                           | The student has in-depth knowledge of the evolution of business models toward the experience economy and understands the role of AI technology in service design.                                    |
| K_W12                     | P_W02<br>Rozumie wzajemne oddziaływanie turystyki i gospodarki.  |
| <b>SKILLS</b>             |  |
| K_U11                     | P_U01 The student is able to fluently use specialized terminology (Experience Design) in English while preparing professional business analyses.   |
| K_U12                     | P_U02 The student can inspire others to develop and is able to organize the process of co-creating innovative concepts.  |
| <b>SOCIAL COMPETENCES</b> |  |
| K_K02                     | P_K01 The student demonstrates a readiness for the critical analysis of market innovations and recognizes the importance of ethics and sustainable development (ESG) in the event industry.          |
| K_K04                     | P_K02 The student is prepared to work effectively in a project team and to take on a leadership role, responsible for communication and reputation management under stress and in crisis situations. |

### SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

| <b>FORM OF CLASSES – LECTURE - subject</b> |   | <b>Reference to subject-specific learning outcomes</b> |
|--|---|--|
| <b>L_1-3</b>                               | Strategic Experience Design & Economy. Analysis of the transition from service logistics to experience design (Experience Economy) and participant journey mapping methodologies. | P_W01, P_U01, P_U02                                    |
| <b>L_4-6</b>                               | Technology & Data-Driven Events. The role of AI in personalization of offers, analysis of EMS (Event Management Systems), and success metrics (ROI/ROE).                          | P_W01, P_U01   |
| <b>L_7-9</b>                               | Neuropsychology & Sensory Marketing. The application of neuropsychology in designing stimuli and a critical review of international sensory marketing case studies.               | P_W01, P_U01, P_K01                                    |
| <b>L_10-12</b>                             | Communication & Storytelling. Narrative strategies in events – a comparative analysis of transmedia storytelling tools and immersive technologies (AR/VR).                        | P_U01, P_U02, P_K01                                    |
| <b>L_13-15</b>                             | Green Events & Future Trends. Risk management methodology, crisis communication, and a debate on original design concepts presented in English.                                   | P_W01, P_U01, P_K02                                    |

### PLANNED METHODS/FORMS/TEACHING MEANS

| <b>Program content</b>  | <b>Teaching methods/forms</b>   |
|---|---|
| L1-L15  | Conversational lecture conducted in English, analysis of international case studies, moderated discussion, and the project-based learning method. |
| <b>Teaching resources:</b> Lecture, case study, project, discussion, and potential coursework via an online platform. |   |

## **METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT**

| <b>Learning outcomes for classes</b> | <b>Assessment methods</b>  |
|--------------------------------------|--|
| P_W01, P_U01                         | Written or oral analysis of a selected business model (Pitch Deck) in English  |
| P_U02                                | Assessment of substantive contribution to the preparation of an "Experience-First" project concept.                  |
| P_K01, P_K02                         | Active participation in problem-based discussions and performance during the analysis of simulated crisis scenarios. |

## CONDITIONS FOR PASSING CLASSES:

1. Project Concept (50%). Development and presentation of a Pitch Deck for an innovative event in English.
2. Public Pitch (30%). Individual substantive defense of the project and proficiency in specialized terminology.
3. Class Participation (20%). Participation in debates on current industry issues and the analysis of case studies.

## SAMPLE ASSESSMENT/EXAMINATION TOPICS EXAMPLE

### ASSESSMENT/EXAMINATION TOPICS

#### ENGLISH BIBLIOGRAPHY

|              |  |
|--------------|--|
| <b>Basic</b> | <ol style="list-style-type: none"> <li>1. Antchak, V., &amp; Ramsbottom, J. (2024). <i>The fundamentals of event design</i> (2nd ed.). Routledge.<br/><a href="https://www.researchgate.net/publication/337706957_The_Fundamentals_of_Event_Design">https://www.researchgate.net/publication/337706957_The_Fundamentals_of_Event_Design</a></li> <li>2. Pine, B. J., &amp; Gilmore, J. H. (2019). <i>The Experience Economy: Competing for Customer Time, Attention, and Money</i>. Harvard Business Review Press.<br/><a href="https://hbr.org/1998/07/welcome-to-the-experience-economy">https://hbr.org/1998/07/welcome-to-the-experience-economy</a></li> <li>3. Berridge, G. (2007). <i>Events Design and Experience</i>. Routledge.<br/><a href="https://www.sciencedirect.com/book/monograph/9780750664530/events-design-and-experience">https://www.sciencedirect.com/book/monograph/9780750664530/events-design-and-experience</a></li> </ol> |
|--------------|--|

|                   |  |
|-------------------|--|
| <b>Additional</b> | <ol style="list-style-type: none"> <li>1. Dobson, P. (2016). <i>The Brain at Work: How to Maximize Your Focus and Efficiency</i>. <a href="https://books.google.pl/">https://books.google.pl/</a></li> <li>2. Skift Meetings (2025). <i>The State of Event Technology Report</i>. Dostęp online: <a href="https://www.skift.com/meetings/">https://www.skift.com/meetings/</a>.</li> <li>3. Dokumentacja systemowa platformy Meeting15. Dostęp online: <a href="https://meeting15.com/pl">https://meeting15.com/pl</a>.</li> <li>4. „Global Meetings &amp; Events Forecast” <a href="https://explorer.amexglobalbusinesstravel.com/rs/346-POJ-129/images/ME-Forecast-2026.pdf?version=0">https://explorer.amexglobalbusinesstravel.com/rs/346-POJ-129/images/ME-Forecast-2026.pdf?version=0</a></li> </ol> |
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#### SELF STUDY

| Full-time studies                        |      | Type of activity |
|--|------|------------------|
| Number of hours to complete the activity | ECTS |                  |
|  |      |                  |

|    |      |   |
|----|------|---|
| 30 | 1,2  | <b>Contact classes</b>                              |
| 4  | 0,16 | a) Reviewing the assigned                           |
| 11 | 0,44 | b) Gathering materials for the project              |
| 5  | 0,2  | c) Preparation for the final assessment/examination |

**Number of ECTS points that a student obtains in classes developing practical skills: 0**

|                                  |   |
|----------------------------------|---|
| <b>Author of the class card:</b> | <b>Name, surname and email</b>  |
| <b>Date: 20.04.2026</b>          | Agnieszka Muszyńska<br><a href="mailto:agnieszka.muszynska@awf.edu.pl">agnieszka.muszynska@awf.edu.pl</a> |