

RENCANA PEMBELAJARAN SEMESTER

MATA KULIAH (MK)		KODE	Rumpun MK		BOBOT (sks)			SEMESTER	Tgl Penyusunan																																																																																																				
Manajemen Event		1000020157			T=1	P=1	ECTS=3.18	7	23 Desember 2025																																																																																																				
OTORISASI		Pengembang RPS		Koordinator RMK			Koordinator Program Studi																																																																																																						
		TIM MBKM		TIM MBKM			RINIE PRATIWI PUSPITAWATI																																																																																																						
Model Pembelajaran	Project Based Learning																																																																																																												
Capaian Pembelajaran (CP)	CPL-PRODI yang dibebankan pada MK																																																																																																												
	CPL-2	Menunjukkan karakter tangguh, kolaboratif, adaptif, inovatif, inklusif, belajar sepanjang hayat, dan berjiwa kewirausahaan																																																																																																											
	Capaian Pembelajaran Mata Kuliah (CPMK)																																																																																																												
	CPMK - 1	Analyzing event needs and goals (C4)																																																																																																											
	CPMK - 2	Evaluate the event planning process (C5)																																																																																																											
	CPMK - 3	Apply event promotion and marketing techniques (C3)																																																																																																											
	CPMK - 4	Evaluating post-event (C5)																																																																																																											
	Matrik CPL - CPMK																																																																																																												
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Deskripsi Singkat MK	Event Management is a course that studies the planning, implementation, and evaluation of an event. In this course, students will be equipped with the skills to organize various types of events, from small to large scale, both in the fields of business, culture, sports, to social activities. The main focus of this course is to ensure that all elements of the event, such as budget, logistics, promotion, to risk management, run smoothly and in accordance with the goals that have been set. In addition to theory, students will also be given the opportunity to practice directly in designing and running events, so that they are able to hone their coordination, problem solving, and leadership skills. This course is very important for students who want to enter the creative industry or have a career in event management, because it provides a comprehensive understanding of how to organize a successful event and provides valuable experience to participants.																																																																																																												
Pustaka	Utama :																																																																																																												

- Allen, J. (2011). The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events. Wiley. - Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2012). Events Management: An Introduction. Routledge - Getz, D. (2012). Event Studies: Theory, Research and Policy for Planned Events. Routledge. - Goldblatt, J. (2011). Special Events: Event Leadership for a New World. Wiley. - Gursoy, D., & Kendall, K. W. (2006). Conference Tourism and Its Impact on the Destination. In Tourism Management (pp. 303-315). Butterworth-Heinemann. - Jago, L. K., & Shaw, R. N. (1998). Special Events: A New Model for Planning and Implementation. In Journal of Event Management (pp. 69-82). Routledge. - Masterman, G. (2004). Strategic Sports Event Management. Butterworth-Heinemann. - Ritchie, B. W., & Shipway, R. (2009). Event Management: A Practical Guide to Events. Routledge. - Silvers, J. R. (2008). Risk Management for Meetings and Events. Routledge. - Whelan, S. (2014). Event Management: A Professional and Developmental Approach. Routledge. - Goldblatt, J. (2021). Special Events: A New Generation and the Next Frontier (8th ed.). Wiley. - Getz, D. (2020). Event Management and Event Tourism (3rd ed.). Cognizant Communication Corporation. - Shone, A., & Parry, B. (2021). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning. - Van der Wagen, L., & Carlos, J. (2022). Event Management for Tourism, Cultural, Business, and Sporting Events. Pearson Education. - Wakefield, K. L., & Leong, J. (2020). Event Tourism: A Contemporary Approach. Routledge. - Lundberg, C. (2021). Event Management: A Professional and Developmental Approach. Wiley. - Mallen, C., & Adams, S. (2021). Sports Event Management: A Guide for Students and Practitioners. Routledge. - Kerr, A., & Meethan, K. (2020). Events Management: An Introduction. SAGE Publications. - Beesley, D., & Crerar, D. (2021). The Art of Event Planning: Pro-level Tips and Techniques. McGraw-Hill Education. - Rossi, M., & O'Grady, S. (2022). Event Planning and Management: A Guide for Beginners. SAGE Publications. - Bowdin, G., & McDonnell, I. (2021). Events Management: An International Approach. Butterworth-Heinemann. - Solomon, M., & Kupperman, E. (2021). Strategic Event Management: How to Plan and Execute World-Class Events. Springer. - Merritt, C., & Williams, J. (2022). Event Management: A Marketing Perspective. Pearson. - O'Toole, W. (2020). Planning and Management of Meetings, Expositions, Events, and Conventions (8th ed.). Pearson Education. - Tassiopoulos, D. (2021). Event Management: A Developmental Approach. Juta Academic.							
Pendukung :							
- YOUTUBE - SINTA - SCHOOLAR							
Dosen Pengampu							
Mg Ke-	Kemampuan akhir tiap tahapan belajar (Sub-CPMK)	Penilaian		Bantuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [Estimasi Waktu]		Materi Pembelajaran [Pustaka]	Bobot Penilaian (%)
		Indikator	Kriteria & Bentuk	Luring (offline)	Daring (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Be able to understand the concept of Eventet and the event management process well	Understanding the concept	Kriteria: Understanding the concept Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: Shone, A., & Parry, B. (2021). <i>Successful Event Management: A Practical Handbook (5th ed.)</i> . Cengage Learning.	3%
2	Be able to understand the concept of Eventet and the event management process well	Understanding the concept	Kriteria: Understanding the concept Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: Shone, A., & Parry, B. (2021). <i>Successful Event Management: A Practical Handbook (5th ed.)</i> . Cengage Learning.	3%

3	Be able to understand the concept of Eventet and the event management process well	Understanding the concept	Kriteria: Understanding the concept Bentuk Penilaian : Praktik / Unjuk Kerja	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: Shone, A., & Parry, B. (2021). <i>Successful Event Management: A Practical Handbook (5th ed.)</i> . Cengage Learning.	3%
4	Be able to understand the concept of Eventet and the event management process well	Understanding the concept	Kriteria: Understanding the concept Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: Shone, A., & Parry, B. (2021). <i>Successful Event Management: A Practical Handbook (5th ed.)</i> . Cengage Learning.	3%
5	Be able to understand the concept of Eventet and the event management process well	Understanding the concept	Kriteria: Understanding the concept Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: Shone, A., & Parry, B. (2021). <i>Successful Event Management: A Practical Handbook (5th ed.)</i> . Cengage Learning.	3%
6	Be able to understand the concept of Eventet and the event management process well	Understanding the concept	Kriteria: Understanding the concept Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: Shone, A., & Parry, B. (2021). <i>Successful Event Management: A Practical Handbook (5th ed.)</i> . Cengage Learning.	3%
7	Able to design event management well and creatively and innovatively	Can design management processes well	Kriteria: Can design management processes well Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: Shone, A., & Parry, B. (2021). <i>Successful Event Management: A Practical Handbook (5th ed.)</i> . Cengage Learning.	4%

8	UTS	UTS	Kriteria: UTS Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	UTS 2 X 50	UTS 2 X 50	Materi: Event Management Pustaka: <i>Shone, A., & Parry, B. (2021). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning.</i>	20%
9	Able to design event management well and creatively and innovatively	Can design management processes well	Kriteria: Can design management processes well Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: <i>Shone, A., & Parry, B. (2021). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning.</i>	4%
10	Able to design event management well and creatively and innovatively	Can design management processes well	Kriteria: Can design management processes well Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: <i>Shone, A., & Parry, B. (2021). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning.</i>	4%
11	Able to design event management well and creatively and innovatively	Can design management processes well	Kriteria: Can design management processes well Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: <i>Shone, A., & Parry, B. (2021). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning.</i>	4%
12	Able to design event management well and creatively and innovatively	Can design management processes well	Kriteria: Can design management processes well Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	Discussions, Lectures 2 X 50	Discussions, Lectures 2 X 50	Materi: Event Management Pustaka: <i>Shone, A., & Parry, B. (2021). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning.</i>	4%

13	Able to design event management well and creatively and innovatively	Implement and evaluate event management processes	Kriteria: Implement and evaluate event management processes Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	project 2 X 50	project 2 X 50	Materi: Event Management Pustaka: <i>Shone, A., & Parry, B. (2021). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning.</i>	4%
14	Able to design event management well and creatively and innovatively	Implement and evaluate event management processes	Kriteria: Implement and evaluate event management processes Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	project 2 X 50	project 2 X 50	Materi: Event Management Pustaka: <i>Shone, A., & Parry, B. (2021). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning.</i>	4%
15	Able to design event management well and creatively and innovatively	Implement and evaluate event management processes	Kriteria: Implement and evaluate event management processes Bentuk Penilaian : Penilaian Portofolio, Praktik / Unjuk Kerja, Tes	project 2 X 50	project 2 X 50	Materi: Event Management Pustaka: <i>Shone, A., & Parry, B. (2021). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning.</i>	4%
16	UAS	UAS	Kriteria: UAS Bentuk Penilaian : Penilaian Portofolio, Tes	UAS 2 X 50	UAS 2 X 50	Materi: All Materials Pustaka: <i>Lundberg, C. (2021). Event Management: A Professional and Developmental Approach. Wiley.</i>	30%

Rekap Persentase Evaluasi : Project Based Learning

No	Evaluasi	Persentase
1.	Penilaian Portofolio	37.98%
2.	Praktik / Unjuk Kerja	25.98%
3.	Tes	35.98%
		99.94%

Catatan

1. **Capaian Pembelajaran Lulusan Prodi (CPL - Prodi)** adalah kemampuan yang dimiliki oleh setiap lulusan prodi yang merupakan internalisasi dari sikap, penguasaan pengetahuan dan ketrampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
2. **CPL yang dibebankan pada mata kuliah** adalah beberapa capaian pembelajaran lulusan program studi (CPL-Prodi) yang digunakan untuk pembentukan/pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, ketrampilan umum, ketrampilan khusus dan pengetahuan.
3. **CP Mata kuliah (CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. **Sub-CPMK Mata kuliah (Sub-CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPMK yang dapat diukur atau diamati dan merupakan kemampuan akhir yang direncanakan pada tiap tahap pembelajaran, dan bersifat spesifik terhadap materi pembelajaran mata kuliah tersebut.

5. **Indikator penilaian** kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. **Kreteria Penilaian** adalah patokan yang digunakan sebagai ukuran atau tolok ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kreteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kreteria dapat berupa kuantitatif ataupun kualitatif.
7. **Bentuk penilaian:** tes dan non-tes.
8. **Bentuk pembelajaran:** Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian Kepada Masyarakat dan/atau bentuk pembelajaran lain yang setara.
9. **Metode Pembelajaran:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, dan metode lainnya yg setara.
10. **Materi Pembelajaran** adalah rincian atau uraian dari bahan kajian yg dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. **Bobot penilaian** adalah prosentasi penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tsb., dan totalnya 100%.
12. TM=Tatap Muka, PT=Penugasan terstruktur, BM=Belajar mandiri.