

TRƯỜNG ĐẠI HỌC VĂN LANG

ĐƠN VỊ: KHOA QHCC-TT

**ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM**

**THI KẾT THÚC HỌC PHẦN**

**Học kỳ 2, năm học 2023-2024**

**I. Thông tin chung**

Tên học phần:	Tổ chức và quản trị sự kiện		
Mã học phần:	72EVEN40493	Số tín chỉ:	3
Mã nhóm lớp học phần:	232_72EVEN40493_01		
Hình thức thi: Dự án	Thời gian làm bài:	10	ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
<i>Quy cách đặt tên file</i>	<i>Mã lớp HP_Mã nhóm_Bài thi cuối kỳ</i>		

**II. Các yêu cầu của đề thi nhằm đáp ứng CLO**

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO2	Coordinate in group work to implement proper plans during event organization and management	Group Assignment	20%		2	PI 4.5,A
CLO3	Coordinate ideas creation techniques, event management, design, risk handling, implementation... planning in event organization according to themes.	Group Assignment	30%		3	PI 7.1,A
CLO4	Integrate communication techniques, budgeting, coordination skills... in managing production and implementing event management in practice	Group Assignment	30%		3	PI 7.2,A
CLO5	Demonstrate self-control and responsibility to comply with goals for career development.	Group Assignment	20%		2	PI 10.2,A

### III. Nội dung câu hỏi thi

#### 1. Topic

This is a group project in which each team will develop an event for a brand/corporate/company firm in PR practice, according to your assigned event brief. Your project must include but is not limited to:

#### 2. Requirements for Presentation

A presentation empowered by Powerpoint/ Canva to clearly illustrates these deliverables.

#### 3. Requirements for Report

- Timeline, checklist, HR allocation
- Scripts/ Speech
- Risk management &
- Attendees experience management
- Financial management & Budget

## 4. Rubric

### *Rubric 4a: Presentation*

<b>Criteria</b>	<b>Weight (%)</b>	<b>Excellent 8-10</b>	<b>Good 6.5-7.9</b>	<b>Adequate 4.0-6.4</b>	<b>Weak 0-3.9</b>
<b>Implement event organization and management</b>	40	<ul style="list-style-type: none"> <li>- Well presented, event content is complete, accurate, scientific and detailed</li> <li>- Good solution when implementing event to ensure smooth run of the event</li> </ul>	<ul style="list-style-type: none"> <li>- Not well presented, event content is complete, accurate, scientific and detailed but lack of consistence or minor errors</li> <li>- Decent solution when implementing event</li> </ul>	<ul style="list-style-type: none"> <li>Poor presented, event content is incomplete, inaccurate, lack of consistence or some major errors.</li> <li>- Encounter some technical issues when running event</li> </ul>	<ul style="list-style-type: none"> <li>Many major errors or illogical report</li> <li>- Poor solutions to ensure the quality of the event.</li> </ul>
<b>Graphic design techniques in media products</b>	30	Combine graphic design techniques well in media products in a logical, attractive, impressive and creative way.	Combine graphic design techniques relatively well in media products but lack of aesthetics	The presentation is acceptable in term of graphic design but not attractive, impressive, and creative.	Poor graphic design and confusing media products
<b>Verbal Presentation Q&amp;A</b>	20	<ul style="list-style-type: none"> <li>- The presenter(s) is very confident, coherent, and attractive to the audience.</li> <li>- Quickly handle arising situations; answer convincingly and confidently in responding to questions</li> </ul>	<ul style="list-style-type: none"> <li>- The presenter(s) is relatively confident, coherent, and quite attractive to the audience.</li> <li>- Be able to handle arising situations; the answer is quite convincing and confident in responding to questions</li> </ul>	<ul style="list-style-type: none"> <li>- The presenter(s) is not confident and attractive.</li> <li>- Handling arising situations is not yet responsive; Answer questions that are misleading and confusing</li> </ul>	<ul style="list-style-type: none"> <li>- Discrete presentations; Not understanding the content of the presentation</li> <li>- Passive in arising situations, unable to answer questions</li> </ul>
<b>Group development</b>	10	There is clear development and progress compared to the proposal	There is not much development and progress compared to the proposal	There is no development and progress compared to the proposal	There is a setback compared to the proposal

**Rubric 4b: Report**

<b>Criteria</b>	<b>Weight (%)</b>	<b>Excellent 8-10</b>	<b>Good 6.5-7.9</b>	<b>Adequate 4.0-6.4</b>	<b>Weak 0-3.9</b>
<b>Timeline, checklist, HR allocation</b>	15	Well presented, event content is complete, accurate, scientific, and detailed	Not well presented, event content is complete, accurate, scientific, and detailed but lack of consistence or minor errors	Poor presented, event content is incomplete, inaccurate, lack of consistence or some major errors	Many major errors or illogical report
<b>Scripts/ Speech</b>	25	Present script/ speeches as required, detailed, and creative.	Present script/ speeches as required, not detailed, and lack of creativity	Present script/ speeches are not as required, lack of many necessary information	Poor writing and lack of logical scripts/ speech
<b>Risk management &amp; Attendees experience management</b>	20	- Understand /evaluate possible risks and have prevention methods - Present experience management solutions that are reasonable, detailed, and logical	Coherent and detail of risk management and experience management plans but lack of decent prevention methods or solutions to ensure attendees' experience	Lack of logic and detail in risk management and experience management plans or with minor errors	Poor risk management and experience management plans with major errors
<b>Financial management &amp; Budget</b>	30	Appropriate financial solutions for the event and good planning ensure the budget of the event	Appropriate financial solutions for the event and good budget planning of the event with a few points unclear and/or few grammar errors.	Appropriate financial solutions for the event and good budget planning of the event with major errors and/or noticeable errors.	Inappropriate financial solutions for the event and poor budget planning
<b>Visual presentation</b>	10	Visual presentation is clear, impressive, and creative	Visual presentation is clear, but not impressive and creative	Visual presentation is not clear and confusing	Poor visual presentation

*TP. Hồ Chí Minh, ngày 25 tháng 3 năm 2024.*

**Người duyệt đề**



**TS. Lý Lê Tường Minh**

**GIẢNG VIÊN RA ĐỀ**



**ThS. Trần Quang Thiện**