Saudi Entertainment Academy

2023 -2024

Course Study Plan

Diploma: Crowd Management

30 AOUT **2023**

University Côte d'Azur / GIP FCIP Paris
Referents : JC BOISSE / C TACHEFINE
Version 2

Saudi Entertainement Academy
Course Study Plan

Diploma: Crowd Management

Semester 1:

Certificate delivered: **C1 "Public safety"**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units Cr.	Units Total H/ week	Total H / Sem
C1U1	Public safety Basics	Ensure the visitors' security in an entertainment center (prevention and intervention)	Implement preventive actions and interventions taking into account all the available means and the diversity of the visitors ; Respect the legal and regulatory framework, and the instructions of the amusement park management ;	Preventive and intervention techniques ; Local legal framework ; Company rules and regulations ;	No	3	3	36
C1U2	Security of visitors and premises	Contribute to the security of the visitors, the premises and equipment at a leisure park	Filter, control and direct the entrances and exits of people and vehicles ; Perform a security pat-down and visual inspection of bags ; Operate surveillance patrols ; Ensure surveillance of the various places and of the entrances to the leisure parcs site (specific standards) ; Respect the legal and regulatory framework, the instructions of the management ;	Control techniques and procedures ; Local legal framework ; Communication techniques ;	No	3	3	36

Diploma: Crowd Management

<u>**Semester 1:**</u>

Certificate delivered: **C1 "Public safety"**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C1U3	Incidents detection	Implement methods of prevention dedicated to leisure parks	Prevent technical incidents ; Observe and detect suspicious behavior ; Monitor through video protection and various alarms ; Analyze the images from the video protection and take the adapted measures ; Prevent the hazards and dangerous behavior ; Implement preventive actions taking into account all the means available ;	Prevention techniques ; Equipment technicalities and use ; Methods of preventing and combating malicious acts ;	No	3	3	36
C1U4	Security intervention	Take part in the resolution of abnormal/hazardous situations	Analyze anomalies/hazardous event/conflicting behavior ; Take the necessary mesures to solve the problem ; Take adapted protective measures ; Participate in the evacuation/invacuation of a place ; Write professional documents and communicate orally ;	Psychology basics ; Events typology and characteristics ; Intervention techniques and procedures ; Conflict resolution techniques ; Oral and written reporting techniques ;	No	3	3	36

Diploma: Crowd Management

<u>**Semester 2:**</u>

Certificate delivered: **C2 "Crowd Management"**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C2U1	Crowd management	Notions of crowds and space management	Anticipate predictable behaviors: orient them to the smooth running of the event and adapt personal behaviour and technic	Crowd psychology and the logics of human interactions ; Space occupation optimization: mobility approach and flow modeling ;	No	3	3	36
C2U2	English applied to Crowd management activities	Communicate properly in English (oral and written)	Synthesize and reformulate the content of a message ; Write, express and structure an analysis according to an adequate plan ;	Oral expression preparation technics ; Reading and text production technics ;	U01	3	3	36
C2U3	General economics of entertainment sector	Comprehensive approach of the companies' activity and policy in the economic, financial and sociological environment	Analyze economic, financial and sociological news related to the entertainment sector	Principles of leisure industry	No	3	3	36

Diploma: Crowd Management

<u>**Semester 2:**</u>

Certificate delivered: **C2 "Crowd Management"**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units Cr.	Units Total H/ week	Total H / Sem
C2U4	Crowd management routine	Monitor the visitor's flow	Contribute to the smooth running of attractions, shows and events	Communication techniques ; Flow monitoring means (patrols, video monioring...) ;	No	3	7	84
C2U5	Emergency Crowd management	Participate in emergency actions	Implement the individual and/or collective evacuation techniques ; Evaluate the needs for additional relief forces ; Help the visitors during evacuating/containment procedures ; Manage your behavior under stress ;	Crowd profiling techniques Emergency evacuation/invacuation techniques	No	3	7	84
C2U6	Crises communication	Contribute to the crises communication	Participate in the development of messages in a crisis context Deliver messages to target audiences	Crowd psychology basics Oral and written information techniques	No	3	7	84

Diploma: Crowd Management

<u>**Semester 3:**</u>

Certificate delivered: **C3 "Events Organization"**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H / Sem
						Cr.	Total H/ week	
C3U1	Events organization	Participate in secure organization of an event	Plan the occupation of high density spaces during events ; Organize a secure circulation inside and around the site ; Consider the potential risks and the adapted responses ;	Event organization safety principles	No	3	3	18
C3U2	English applied to crowd management activities	Communicate properly in English (oral and written)	Synthesize and reformulate the content of a message ; Write, express and structure an analysis according to an adequate plan ;	Oral expression preparation technics ; Reading and text production technics ;	U01	3	3	18
C3U3	Events organization	Planning of crowd management measures	Identify the appropriate methods and tools for effective crowd management ; Set up a crowd management plan adapted to the characteristics of an event ;	Methods and techniques of crowd management in an event context ; Basics of the flow planning and public security management process in a crowd context ;	No	3	9	54

Diploma: Crowd Management

Semester 3:

Certificate delivered: **C3 "Events Organization"**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C3U4	Risk analysis	Contribute to carry out an analysis and assessment of standard risks in the event industry	Identify the types of incidents that may affect the organization of an event ; Analyze the characteristics of an event to anticipate potentially risky situations ; Take into account the logic of emergency and crisis management depending on the event ; Participate in the implementation of an emergency and crisis management plan adapted to the characteristics of an event ;	Risk analyse principles applied to a leisure park environment ; Emergency and crises planning principles ; Risk assessment methods in the event field ;	No	3	9	54
C3U5	Crises solving	Participate in crises situations solving	Contribute to respond to emergency scenarios and identified risks ; Manage operational uncertainty ;	Crises solving principles and technics applied to events in the context of a leisure park ; Role and organization of a Central Operational Command Post in the event context ;	No	3	6	36

Diploma: Crowd Management

<u>**Semester 4:**</u>

Certificate delivered: **C4 "Management"**

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C4U1	Management basics	Principles of management	Participate to the implementation of management principles in a leisure park ;	Management general technics	No	3	10	120
C4U2	Team management	Manage and lead a team of Crowd management officers	Identify the performance criteria of a teamFormulate effective goals ; Guide individual and collective action towards performance ; Adapt the managerial approach taking into account personalities and situations ;	Principles of Human Ressources management	No	3	8	96
C4U3	Unit management	Manage a Crowd management unit	Collect data to fill in the safety monitoring file ; Participate in the analysis of the results ; Participate in the financial stock management ; Calculate and analyse the financial, economic significant ratio ; Transmit information to the team members ;	Organization principles ; Financial management ;	No	3	12	144

Diploma: Crowd Management

Semester 5:

Certificate delivered: **C5** "**Advanced Crowd Management**"

Course Code	Unit Title	Unit Purpose	Learning outcomes for skills	Learning outcomes for knowledge	Pre-Req.	Units		Total H /
						Cr.	Total H/ week	Sem
C5U1	Management & Technics specific to Crowd management	Management applied to Crowd management activities ; Crowd managment advanced technics ;	Manage the various Safety activities ; Apply security regulations regards people, equipment and premises ; Notice anomalies and dysfunctions linked to the security and transmit them to the person in charge ;	Management applied to crowd management activities ; Crowd management advanced technics ;	No	3	12	144
C5U2	Crowd management improvement	Develop Crowd management efficiency	Contribute to the annual activity report ; Analyze the activity data of the unit and propose new processes, improvements…; Maintain the efficency of the unit ; Organize the continuous training of the team ;	Technical and communication development principles ; Strategies for operational management of risky situations ;	No	3	8	96
C5U3	Project leading	Principles of project management	Analyse the needs and the context ; Design a project and choose the relevant team ; Implement the steps of the project ; Monitor the activities and results (quality control, satisfaction…) ;	Project management principles, applied to crowd management	No	3	10	120