

Module Code:	BUS462
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Module Title:	Creating Events
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Level:	4	Credit Value:	20
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Cost Centre(s):	GAMG	<u>JACS3</u> code:	N820
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School:	Social & Life Sciences	Module Leader:	Dr Marcus Hansen
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Scheduled learning and teaching hours	36
Guided independent study	164
Placement	0
Module duration (total hours)	200

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Business	✓	
BA (Hons) Hospitality, Tourism & Event Management	✓	
BA (Hons) Marketing	✓	
BA (Hons) Human Resource Management	✓	

Pre-requisites
None

Office use only

Initial approval: 29/06/2018

Version no:1

With effect from: 24/09/2018

Date and details of revision: 28/01/20 – merged as one module with BUS538

Version no: 2

Module Aims

This module draws on the sector body of knowledge in project management to support the management and execution of an actual event. This incorporates the creative process and effective planning techniques to ensure the complexities of event management are integrated into a framework which is sufficiently detailed and robust to support the execution of a student-managed real time event. As such, the module seeks:

1. To provide students with an insight into the rich, colourful and diverse nature and make up of contemporary events and festivals.
2. To introduce students to the constituent elements required for effective event planning.
3. To develop practical skills in creating and planning an event.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Explore what factors make events and festivals relevant within contemporary society	KS1	KS5
		KS6	KS7
2	Create and design an event theme	KS1	KS3
		KS2	KS4
3	Prepare measureable goals and objectives against which the success of a planned event may be measured	KS1	KS5
		KS4	KS7
4	Design and complete a detailed event feasibility study and risk assessment	KS4	KS9
		KS8	KS10
5	Identify the range of event stakeholders and their importance in event planning	KS6	

6	Appreciate the relevance and complexity of event planning		
		KS2	KS8

Transferable skills and other attributes

- ability to collaborate and plan as a team member
- contribute proactively to team aims and objectives
- communication skills
- IT skills
- research skills
- Problem solving
- Written skills

Derogations

None

Assessment:

Indicative Assessment Tasks:

Indicative Assessment One:

For the first assignment Students will be working in small groups to create and design an event. Part of the assessment will involve research into comparable events that can be used as a basis for their own ideas. Event themes are diverse and increasingly unique and a presentation format enables students to illustrate their creative talents as would be required by events practitioners. The presentation will be between 10-15 minutes with all group members expected to deliver a section. Gibbs reflective cycle will be used for the individual written section of 500 words.

Indicative Assessment Two:

For the second assignment, students will be required to demonstrate their understanding of the importance of using event planning and stakeholder management in events. They will be required to show an understanding of academic theory using their events as examples.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Group Project	40%		500
2	3,4	Report	60%		1,500

Learning and Teaching Strategies:

Lectures will be provided to students in classroom format and stored on VLE. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises. Guest speakers where available, will enhance classroom learning by sharing their own experiences.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment

Syllabus outline:

1. The evolution of the Events Industry
2. Cultural festivals
3. Event creation, themes and design
4. Event trends
5. Composing the event plan
6. Event stakeholders
7. Financing Events

Indicative Bibliography:

Essential reading

Bladen, C., Wilde, N Kennel, J and Abson, G. (2018) Events Management: An Introduction, Routledge, Oxon

Other indicative reading

Textbooks

Getz., D. (2018) *Event Evaluation: theory and methods for event management and tourism*. Goodfellow Publishers: Oxford.

Jackson, J (2013) Promoting and Marketing Events. Routledge, Oxon

Wright, J., (2014) How to plan a sustainable event: A guide for creating a waste wise event. Hierographic, USA

Yeoman, I., Robertson, M., Ali-Knight, J., Drummond, S and McMahon-Beattie, U (2009) Festival and events management. Elsevier, Oxford.

Beech, J., Kaider, S., Kaspar, R. (2014) The Business of Events Management. Pearson Education, Harlow

Getz, D., Page, S.J., (2016) Event Studies: Theory, Research and Policy for Planned Events, Routledge, Oxon

Quinn, B (2013) Key Concepts in Event Management. Sage Publications, London

Websites

www.businessvisitsandeventspartnership.com

Association for Events Management Education: www.aeme.org.uk

Association of event venues: www.aev.org.uk

Event Industry News: eventindustrynews.co.uk

The Events Industry Alliance: www.eventsindustryalliance.com

The Event Services Association: www.tesa.org.uk

Journals

Tourism Management

Annals of Tourism Research

Tourism Management Perspectives

Journal of Destination Marketing and Management

CMI Library

www.managers.org.uk – Chartered Management Institution