

<b>Module Code:</b>	BUS538
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<b>Module Title:</b>	Event Management & Execution
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<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GAMG	<u>JACS3</u> code:	N820
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<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	Jacqueline Hughes-Lundy
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Scheduled learning and teaching hours	30
Guided independent study	170
Placement	0
<b>Module duration (total hours)</b>	<b>200</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Hospitality, Tourism & Event Management		✓

<b>Pre-requisites</b>
BUS436

**Office use only**

Initial approval: 29/06/2018

Version no:2

With effect from: 24/09/2019

Date and details of revision:

Version no:

## 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. Learning will take place principally through practical exploitation of a real event management opportunity in groups.

## 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

At the end of this module, students will be able to		Key Skills	
1	Create and execute a real time event	KS1	KS2
		KS3	KS4
		KS5	KS8
2	Prepare measurable goals and objectives against which the success of a planned event may be measured	KS6	
		KS8	
3	Design and complete a detailed event feasibility study and risk assessment	KS2	KS5
		KS6	
4	Apply the event planning cycle as a project in order to execute an event that encompasses effective resources and site management	KS2	KS3
5	Critically review the performance and decisions taken against the stated goals and objectives	KS2	KS9

## Transferable skills and other attributes

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

- numeracy
- study & research skills
- problem solving

### Derogations

None

### Assessment:

Indicative Assessment Tasks:

#### Indicative Assessment One:

Preparation of an individual report which covers the preparatory stages of event execution and should include the event mission statement, goals and objectives, a feasibility study and a risk assessment.

#### Indicative Assessment Two:

An individual presentation describing the outcomes of the event, key learning, success and failures and what would be done differently again. The presentation should also include a leaflet 'Top Tips for the novice event planner' to demonstrate key learning points

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Report	50%		2,500
2	3,4,5	Presentation	50%		N/A

### Learning and Teaching Strategies:

Lectures will be a combination of academic and practical learning including field trips. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material and group event progress.

This mix of delivery enables the theoretical concepts and models to be embedded within the learning experience, reinforced through a series of shorter lectures/tutorials to provide students with more formal material to draw upon when preparing their assignments.

**Syllabus outline:**

1. Event mission statement, goals and objectives
2. Event feasibility and risk management
3. Project management of events
4. Event planning cycle
5. Event requirements and resources
6. Event site management

**Indicative Bibliography:****Essential reading**

Bladen, C., Kennell, J., Abson, E. and Wilde, N. (2018) Events Management, an introduction. Routledge, Oxon.

**Other indicative reading****Background Reading**

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

Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2011) Events Management, 3rd Edition, Elsevier, Milton, Australia

Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2010) Festival & Special Event Management (4th edn.) John Wiley, Milton, Australia

Bowdin, G. et al. (2010). Events Management, Oxford: Elsevier

Ferdinand, N. and Kitchin, P.J. (2012) Events Management: an international approach, Sage Publications, London

Getz, D. (2012) Event studies: theory research and policy for planned events, Routledge, New York

O'Toole, W. (2011) Events feasibility and development. Butterworth-Heinemann, London

O'Toole, W., Mikolaitis, P. and Goldblatt, J. (2014) Event Project Management, John Wiley, Chichester

**Websites**

Visit Britain: [www.visitbritain.co.uk](http://www.visitbritain.co.uk)

Association for Events Management Education: [www.aeme.org](http://www.aeme.org)

EMBOK – Event Management Body of Knowledge: [www.embok.org](http://www.embok.org)

Event: [www.eventmagazine.co.uk](http://www.eventmagazine.co.uk) [www.sustainable-events-alliance.org](http://www.sustainable-events-alliance.org)

**Journals**

International Journal of Culture, Tourism and Hospitality Research

International Journal of Hospitality and Event Management

Journal of Venue and Event Management

Special Events Galore

Worldwide Hospitality and Tourism Themes

Conference News

**CMI Library**

[www.managers.org.uk](http://www.managers.org.uk) – Chartered Management Institution

**Institute of Hospitality Library**

[www.instituteofhospitality.co.uk](http://www.instituteofhospitality.co.uk)