

**MODULE SPECIFICATION**

Module Title: Creating Events	Level: 4	Credit Value: 20
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Module code: BUS436	Cost Centre: GAMG	JACS2 N820 code:
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Trimester(s) in which to be offered:	Trimester 2 (F/T 2 year) Semester 2 (F/T 3 year)	With effect from: September 2016
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<b>Office use only:</b> To be completed by AQSU:	Date approved: September 2014 Date revised: September 2016 Version no: 3
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Existing/New: New	Title of module being replaced (if any):
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Originating School: Business	Module leader: Jacqueline Hughes-Lundy
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Module duration (total hours): 200	Status: core/option/elective (identify programme where appropriate): see below
Scheduled learning & teaching hours: 30	
Independent study hours: 170	
Placement hours: 0	

Programme(s) in which to be offered:  BA (Hons) Hospitality Tourism and Event Management (core) BSc (Hons) Sports Management (option)	Pre-requisites per programme (between levels):  None
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**Module Aims:**

1. To provide an insight into the rich, colourful and diverse nature and make up of contemporary events, drawing on the historical, cultural and social perspectives of celebration from a regional, national and global perspective.
2. To introduce the constituent elements required for effective event planning.
3. To develop practical skill in creating and planning an event.

**Expected Learning Outcomes:**

**Knowledge and understanding**

At the end of this module, students should be able to:

1. Explain the role and appeal of celebration and events within contemporary society (KS5)
2. Create and design an event theme (KS8)
3. Identify the range of event stakeholders and assess the potential impact on a community and businesses throughout the event life cycle (KS7)
4. Appreciate the relevance and complexity of event planning (KS2)

*Key skills for employability*

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self management)*
10. *Numeracy*

<b>Assessment:</b>					
Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	LO: 1 and 2	Group Presentation	50%		20 mins
2	LO: 3 and 4	Report	50%		2,500

**Indicative Assessment One:**  
 Throughout this module, students are assigned into small groups. The first assessment will require them to present their vision for 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.

**Indicative Assessment Two:**  
 For the second assignment, students are required to write a detailed plan evidencing how the event will be implemented. This will include all aspects of event planning. This assignment encourages students to develop written skills within a practical structure.

<b>Learning and Teaching Strategies:</b>
<p>Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.</p> <p>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.</p>

<b>Syllabus outline:</b>
<ol style="list-style-type: none"> <li>1. Event definitions and experiences</li> <li>2. Historical perspectives and rituals</li> <li>3. The diverse nature and meaning of celebration</li> <li>4. Event creation, themes and design</li> <li>5. The evolution of the Events Industry</li> <li>6. Event trends, growth and expansion</li> <li>7. Typology of events</li> <li>8. Event stakeholders, perspectives and impacts</li> <li>9. Composing the event plan</li> </ol>

**Bibliography:**

**Essential reading**

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

**Textbooks**

Bladen, C., Wilde, N Kennel, J and Abson, G. (2012) Events Management: An Introduction, Routledge: Oxon (e-book)

Getz, D (2012) Event Studies: Theory, Research and Policy for Planned Events, Routledge, Oxon

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

**Websites**

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

Event Industry News: [eventindustrynews.co.uk](http://eventindustrynews.co.uk)

The Events Industry Alliance: [www.eventsindustryalliance.com](http://www.eventsindustryalliance.com)

The Event Services Association: [www.tesa.org.uk](http://www.tesa.org.uk)

**Journals**

International Journal of Hospitality and Events Management

Journal of Cultural Heritage