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MODULE SPECIFICATION

Module Title: Event Management and Execution	Level: 5	Credit Value: 20

Module code: BUS538	Cost Centre: GAMG	JACS2 code: N820

Trimester(s) in which to be offered:	Trimester 3 (F/T 2 year) Semester 2 (F/T 3 year)	With effect from: September 2016

Office use only: To be completed by AQSU:	Date approved: September 2014 Date revised: September 2016 Version no: 3

Existing/New: Existing	Title of module being replaced (if any):

Originating School: Business	Module leader: Jacqueline Hughes-Lundy

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):

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

Expected Learning Outcomes:

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

Knowledge and understanding

1. Prepare measureable goals and objectives against which the success of a planned event may be measured (KS8)
2. Design and complete a detailed event feasibility study and risk assessment (KS2)
3. Apply the event planning cycle as a project in order to execute an event that encompasses effective resources and site management (KS2, KS3)
4. Critically review the performance and decisions taken against the stated goals and objectives (KS9)

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

Assessment:

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

Indicative Assessment One:
Preparation of an individual report which covers the preparatory stages of event execution and should include the event aim or goal, supporting objectives, a feasibility study and a risk assessment.

Indicative Assessment Two:
A presentation describing the outcomes of the event, key learning, success and failures and what would be done differently again.

Learning and Teaching Strategies:

Some lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. Others will be provided on a face-to-face environment and others still during field trips. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

Digital lectures will be based around recent examples to encourage an interactive and discursive approach to illustrate the increasingly diverse and growing complexity of the sector through the use of a range of material from media sources. This enables the theoretical concepts and models to be embedded within the learning experience, reinforced through a series of shorter 'lectutorials' to provide students with more formal material to draw upon when preparing their assignments.

Syllabus outline:

1. Event Management Body of Knowledge Framework
2. Event mission statement, goals and objectives
3. Event feasibility and risk management
4. Project management of events
5. Event planning cycle
6. Event requirements and resources
7. Financing the event; sponsorship
8. Event site management
9. ISO20121 Event Sustainability Management System
10. Event evaluation

Bibliography:

Essential reading

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

Background Reading

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

Association for Events Management Education: www.aeme.org
EMBOK – Event Management Body of Knowledge: www.embok.org
Event: www.eventmagazine.co.uk
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