

MODULE DESCRIPTOR

MODULE TITLE	Event Project Management		
Module Code	19-7L01-00S		
Level	7		
Credit Points	15		
Indicative Assessment Components & Percentage Weightings	Practical 50% Coursework 50%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern:
YES	NO	YES	None

1 MODULE AIMS

The aims of the module are to:

1. develop/advance your understanding of the scale and nature of the events sector. In particular the module allows you to reflect on current industry trends which could influence event design;
2. develop your understanding of the role that events play in communities and society as a whole;
3. develop an understanding of the event project planning process and the roles of the people/organisations involved in this process;
4. develop an appreciation of an innovative approach to event design and production in line with changing market forces; and
5. develop/advance your decision making abilities based on sound research and an understanding of the events environment.

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. critically appraise the size and nature of the events sector;
2. critically evaluate key issues, trends and innovation in the events environment;
3. critically evaluate the role and impacts of events in society;
4. analyse the role, responsibilities and needs of key stakeholders/professionals in the event project planning process;
5. analyse and evaluate relevant literature, theory and practice in the completion of complex problems;
6. exercise relevant numerical and IT skills to analyse, prioritise and evaluate information as part of the event planning process; and
7. present solutions and recommendations, in written or verbal formats, in an objective and critical manner.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Initially the module will provide a strong theoretical background to the subject area through the delivery of a structured lecture/seminar programme. The module will then provide students with an opportunity to apply theory and management tools to practise through the creation of an event concept using an appropriate project planning process and techniques.

Although some contact hours will be used for key 'information giving' lectures other hours will be used more flexibly and students will be expected to participate fully in workshops, group discussions and exercises. There will also be a field visit.

All students will be expected to make full use of the Learning Centre in order to carry out reading/research to support their learning.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Practical	PR	50%	15 minutes	No
2	Coursework	CW	50%	2500 words + CD Rom	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- An examination of the scale and nature of the events sector.
- An evaluation of current trends / innovation / creativity in the events sector.
- The Impacts of events in communities and society.

- Event stakeholders.
- The project planning process, theory and techniques.
- The role of the project planning team.
- The role of events in communities.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
 - Module Handbook
 - Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review