

MODULE DESCRIPTOR

MODULE TITLE	Events Venues and Facilities Management		
Module Code	19-7L02-00S		
Level	7		
Credit Points	15		
Indicative Assessment Components & Percentage Weightings	Practical 30% Coursework 70%		
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. analyse the strategic management of purpose, people, process, performance and place; and
2. Investigate techniques to achieve economy, efficiency and effectiveness in Event Venues and Facilities.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. communicate effectively to a professional audience;
2. determine the optimal use of resources when using a range of venues and facilities for events;
3. critically analyse and evaluate decision making processes of venue or facility management for events;

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The contact hours will be used flexibly. Each week may include key note lecture, exercises, CIT workshop sessions and self directed tasks.

You will be directed to a range of learning materials in a variety of media. Guidance will be given on expected reading and self directed learning activity.

The assessment may be in several elements which will be inclusive of written/verbal, formative/ summative presentations which will assess the student's ability to make decisions, research into contemporary issues relating to event management and evaluate event venue and facility management.

Opportunities for individual feedback will be available through the tutorial appointments system. Feedback in teaching sessions will be available for exercises undertaken and written feedback will be given from the summative written assessment.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Practical	PR	30%	20 minutes	No
2	Coursework	CW	70%	2500 words	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- identification of the factors which are important to the decision making process of suitable location of venue and facilities
- managing creativity and staff in venues and facilities
- Legal, contracts and risk management in venues and facilities
- Crowd management theory.
- the event planning experience and artist negotiation
- logistical management and programming
- licensing, ticketing promotion and PR in venues and facilities
- health and safety management

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