

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Event Project Management		
<b>Module Code</b>	19-7L01-00S		
<b>Level</b>	7		
<b>Credit Points</b>	15		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 100%		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	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.

## **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**