

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Events Venues and Facilities		
<b>Module Code</b>	19-7L02-00S		
<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	<b>Other delivery pattern:</b>
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.

#### **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**