

MODULE DESCRIPTOR

TITLE	International Hospitality Events Management
SI MODULE CODE	44-6912-00L
CREDITS	20
LEVEL	6
JACS CODE	N820
SUBJECT GROUP	Hospitality Management
DEPARTMENT	Service Sector Management
MODULE LEADER	Robert Hayward

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

- integrate all the management skills and knowledge from placement and other modules in the design and delivery of an international hospitality event;
- develop students' employability skills

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Analyse the significant stakeholders in the international/ multicultural hospitality event market;
2. Manage the cultural and social complexities of catering and other hospitality services for multinational groups attending events;
3. Reflect on the skills need to effectively manage an international/ multi-cultural event;
4. Evaluate how effective co-ordination and cultural awareness is needed to operate successfully in an international or multicultural hospitality environment.

INDICATIVE CONTENT

- Event management and leadership
- Managing cultural diversity in events
- Pricing strategies, managing finance and sponsorship
- Creative use of space.
- Managing performance and customer expectations
- Developing a benchmark model for event excellence
- Managing risk
- Current economic and business climate - trends and challenges.
- Approaches to managing legislation

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

Seminars, workshops and event sessions will be used to support the learning through this module. Mini lectures will take place in the seminar sessions, supported by pre-seminar reading / activities.

Teamwork will be a feature of the delivery style, although all assessments will be of an individual nature.

Employability skills will be developed via the planning, delivery and critical evaluation of an international/ multi-cultural event. In addition, cultural awareness will be developed to enhance employability skills

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Viva	CW	40%	2000	N
2	Poster presentation	PR	60%	3000	N

ASSESSMENT CRITERIA

Task 1

Focus on learning outcomes 1 and 2

Assessment criteria

- Content
- Knowledge and understanding
- Information search
- Multi-cultural awareness
- Employability Skills

Task 2

Focus on learning outcomes 3 and 4

Assessment criteria

- Content
- Knowledge and understanding
- Information search
- Application of Theory
- Multi-cultural awareness
- Employability Skills
- Evidence of reading

FEEDBACK

Students will receive feedback on their performance in the following ways

Task 1

Formative feedback will be given on a weekly basis, with summative feedback in university week 20week

Task 2

Formative feedback will be on-going via the seminar sessions, with summative feedback taking place immediately during the poster presentation. However the exact grade will not be given at that time.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Ali-Knight, J., Robertson, M., Fyall, A., Ladkin, A. (2008) International perspectives of festivals and events: paradigms of analysis [Electronic Book] Academic
Allen, J. (2007) The executive's guide to corporate events and business entertaining : how to choose and use corporate functions to increase brand awareness, develop new business, nurture customer loyalty and drive growth Wiley
Allen, J. (2005) Time management for event planners : expert techniques and time-saving tips for organizing your workload, prioritizing your day, and taking control of your schedule Wiley
Allen, J. (2003) Event planning : ethics and etiquette : a principled approach to the business of special event management Wiley
Allen, J., O'Toole, W., McDonnell, I., Harris, R. (2008) Festival and Special Event Management 4th Edition, Wiley
Berridge, G. (2007) Events design and experience [Electronic Book] Butterworth-Heinemann
Bowdin, G., Allen, J., O'Toole, W., Harris, R., McDonnell, I. (2010) Events management 3rd Edition Butterworth-Heinemann
Bowdin, G., Allen, J., O'Toole, W., Harris, R., McDonnell, I. (2006) Events management 2nd Edition [Electronic Book] Butterworth-Heinemann
Chadwick, L (1997) Essentials of Management Accounting . 2nd Edition Prentice Hall
Davidson and Cope (2002) Business Travel, Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel , Prentice Hall
Davidson, R., Rogers, T. (2006) Marketing destinations and venues for conferences, conventions and business events Butterworth-Heinemann
Dyson, J. R. (2007) Accounting for Non Accounting Students 7th Edition Pitman
Fenich, GG. (2008) Meetings, expositions, events, and conventions : an introduction to the industry 2nd Edition Prentice Hall
Getz, D. (2007) Event studies : theory, research and policy for planned events Butterworth-Heinemann
Goldblatt, J. (2005) Special events : event leadership for a new world 4th Edition [Electronic Book] Wiley
Glodblatt, J. (1996) Special events : The art and science of modern event management 2nd Edition Van Nostrand Reinhold.
Hall, CM., Sharples, L. (2008) Food and wine festivals and events around the world : development, management and markets Butterworth-Heinemann
Matthews, D (2008) Special Events Production Butterworth-Heinemann
Phillips, JJ., Breining, MJ., Pulliam Phillips, P. (2008) Return on investment in meetings and events : tools and techniques to measure the success of all types of meetings and events Butterworth-Heinemann
Rogers, T. (2003) Conferences and conventions -A Global Industry , Butterworth Heinemann
Rogers , T. (1998) Conferences -a twenty first industry , Addison Wesley Longman
Rutherford Silvers, J. (2008) Risk management for meetings and events [Electronic Book] Butterworth-Heinemann
Seekings , D. (1997) How to organise Conferences & Events , 6th Edition, Kogan Page
Shone, A. (1998) The Business of Conferences , Butterworth Heinemann
Shone, A (2001) Successful Event Management; a practical handbook Continuum
Shone; A., Parry; B. (2004) Successful Event Management , Thomson
Tum, J., Norton, P., and Wright, JN. (2006) management of Event Operations Butterworth Heinemann
Van der Wagen, L. (2007) Human resource management for events : managing the event workforce [Electronic Book] Butterworth-Heinemann
The British meetings and events industry survey: an in-depth study of the views of 600 British event organisers 2009 CAT publications
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
International Journal of Hospitality Management
Journal of Contemporary Hospitality Management
Event Management journal
Tourism and Hospitality Research--The Surrey Quarterly Review
Cornell Hotel & Restaurant Administration Quarterly

The Hospitality Review
Mintel Market Intelligence - online database
Caterer and Hotel Keeper
Conference & Incentive Travel
Hospitality
Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.
www.hlst.heacademy.ac.uk/resources - for the Olympics and mega events
www.iapco.org - International association of professional conference organisers
www.meetings.org - Meetings Industry association
www.meetingsreview.com - click onto research resources
www.mpiweb.org - Meeting Professionals International website

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	09/2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	01/09/2013	01/05/2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
--	---

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
--	--

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

**Choose one only – module cannot include both percentage mark and pass/fail graded tasks*

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
---	---

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 2
--	---------------

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	