

MODULE DESCRIPTOR

TITLE	Events Foundation
SI MODULE CODE	19-4L02-00S
CREDITS	20
LEVEL	4
JACS CODE	N820
SUBJECT GROUP	Events Management
DEPARTMENT	Service Sector Management
MODULE LEADER	Liz Sharples

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

- Familiarise themselves with the academic study of Events Management
- Understand the relationship between the study of Events and other associated disciplines such as Tourism, Hospitality, Sport and Cultural Studies.
- Understand how knowledge from generic management modules, such as Marketing, Finance and Project Management can be applied to the study of Events
- Understand the Events product, its markets, Impacts and strategic organisation

MODULE LEARNING OUTCOMES

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

1. Identify and explain the role of key stakeholders in the provision of events
2. Define an event and understand the categorisation and classification of events
3. Describe the impacts and benefits of events to businesses, communities and society
4. Understand the Events product and its market
5. Understand the strategic approach to the planning and organisation of an event

INDICATIVE CONTENT

- Event Definition and Classification
- Event Impacts
- Event Stakeholders
- Event Products and Markets
- Event Funding and Sponsorship
- Event Concept Development and Strategic Planning of Events
- Event Venues, Logistics and Legislation
- Event Evaluation

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

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

The module will use a combination of key lectures (1 hour each week) and small group exercises, workshops, individual research exercises and a field trip (delivered in 2 hour seminars each week). The lectures will focus on the delivery of key information whilst the seminars will allow students to examine the material more closely and to reflect on their learning. Students will be expected to undertake reading and research in their own time to support their learning.

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	Individual E - Portfolio	CW	50%	2,000 words equivalent	Yes
2	Individual Phase Test	CW	50%	2,000 words equivalent	No

FEEDBACK

Students will receive feedback on their performance in the following ways

Portfolios - Oral and written feedback will be given to students in the seminar which is held 3 weeks after the presentations.

Phase Tests – Electronic Feedback will be given to students 3 weeks following hand-in.

Formative feedback will be given to students in seminars following student led group exercises.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Bowdin, G. et al (2011) Events Management, Elsevier, Oxford
Getz, D. (2012) Event Studies, Theory research and policy for planned events, Routledge, Abington, Oxon
Getz, D. (2006) Events Management and Event Tourism, (2 nd Ed) Cognizant Communication Corporation, New York
Goldblatt, J. (2011) Special Events, (6 th Ed), Wiley, New Jersey
Shone, A. & Parry, B. (2010) Successful Event Management: a practical handbook (3 rd ed.) Cengage Learning, Hampshire
Supplementary and Alternative Texts
Berridge, G. (2007) Events Design and Experience, Butterworth Heinemann, Oxford
Raj, R. (2009) Event Management and Sustainability, CABI, Wallingford
Richards, G. & Palmer, R. (2010) Eventful Cities, Elsevier, Oxford
Robertson, M. & Frew, M. eds. (2008) Events and Festivals: Current Trends and Issues, Routledge, London
Van der Wagen, L. & White, L. (2010) Events Management. Pearson, New South Wales
Yeoman, I. et al (2004) Festival and Events Management-an International Arts and Culture Perspective
Periodicals
Event Management Journal: An International Journal, Cognizant Communication Corporation, New York
International Journal of Events Management Research
Managing Leisure : Routledge /Taylor and Francis
Journal of Tourism and Cultural Change, Multilingual Matters, Channel View Publications
Leisure Studies, Routledge / Taylor and Francis
Internet sources
http://www.mpiweb.org/Home
http://www.iccaworld.com/
http://www.noea.org.uk/

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	Y
Date the changes (or new module) will be implemented	01/10/2013

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	01/10/2013	21/12/2013
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
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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?	
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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
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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
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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.	