

MODULE DESCRIPTOR

TITLE	Resources for the Events Sector
SI MODULE CODE	44-4516-00S
CREDITS	20
LEVEL	4
JACS CODE	N820
SUBJECT GROUP	Events Management
DEPARTMENT	Sheffield Business School
MODULE LEADER	Hannah Rossmorris

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

- provide students with an understanding of the range and nature of resources available to the event manager and how these can be used in the successful delivery of an event.
- enable students to understand the decision making process that the event manager undergoes when selecting appropriate resources for a specific event.
- enable students to match certain resources to the needs of specific clients.

MODULE LEARNING OUTCOMES

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

1. Describe the range of resources available to the event manager;
2. Understand how decisions are made regarding the utilisation of resources in the event planning process;
3. Identify and prioritise appropriate information in order to provide innovative solutions to event planning problems;
4. Match appropriate resources to specific clients exercising professional behaviour and ethical judgment;
5. Present a persuasive argument that displays independence of thought regarding the selection and utilisation of resources;
6. Continue to develop effective communication, negotiation and personal organisation skills.

INDICATIVE CONTENT

This module will include an examination of the wide range of physical, technical, information, and human resources available to the events industry. This could include food and beverage provision, lodging/accommodation providers, purpose built venues, sound/lighting/technical companies, production/rigging companies, marquee hire/equipment hire companies, information technology packages and services, styling/theming specialists.

The module will also demonstrate the importance of staff/co-workers/volunteers as a valuable resource to the events industry.

The module will explore the selection, negotiation and management of resources in the successful execution of an event. This will include an investigation into the manager / contractor relationship and examine the information that is required to make informed choices. Real life case studies will be used to demonstrate good practise.

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 be taught through a series of lectures and interactive seminars which could include the use of Videos/DVDS, outside speakers from industry, and practical workshops. There may also be visits to venues to examine how resources are used in a practical setting.

Assessment will include coursework and an examination.

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	Coursework	CW	50	2500	Y
2	Coursework	CW	50	2500	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Students will be given formative feedback in the seminars at the end of their presentation at the beginning of the semester. Feedback and 'feed-forward' for the 'Tender Report' assignment will be provided to students in seminars when they collect their annotated marked scripts. General feedback from the exam will be posted on blackboard as an announcement. Students are expected to use all feedback/feed-forward to improve their standard of academic work during their time at Sheffield Hallam.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Key Texts

Bowdin, G, Allen, J, O'Toole, W, Harris, R & McDonnell, I. (2011) *Events Management, 3rd Edition*, Oxford, Elsevier Butterworth Heinemann

Getz, D. (2005) *Event Management and Event Tourism*, New York, Cognizant Communication Corporation

Tum, J, Norton, P & Wright, J. (2006) *Management of Event Operations*, Oxford, Elsevier Butterworth Heinemann

Jones, M. (2010) *Sustainable Event Management*, London, Earthscan

Periodicals

The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online. Consult the Library catalogue for a comprehensive list.

Event Management Journal - hard copies in Learning Centre, also available online

Event: The magazine for exhibitions and live events

The Journal of Crowd Safety and Security Management - ***An Online Journal***

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.

Eventia www.eventia.org.uk

<http://www.eventproductionshow.co.uk/>

<http://www.glastonburyfestivals.co.uk/>

Production Services Association <http://www.psa.org.uk/>

People 1st - the sector skills council for hospitality, leisure travel and tourism (including events)
www.people1st.co.uk

National Outdoor Events Association 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	N
Date the changes (or new module) will be implemented	Sept 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	Jan 2014	March 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
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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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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
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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.	