Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Events Industry Sector
SI MODULE CODE	44-4935-00L
CREDITS	20
LEVEL	4
JACS CODE	N820
SUBJECT GROUP	Events Management
DEPARTMENT	Service Sector
MODULE LEADER	Daryl May

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 knowledge and understanding of the UK event sector

- provide knowledge and understanding of the international event sector

- develop knowledge of current practice and terminology used in the events sector in a range of contexts, e.g. business, entertainment, personal, sporting and arts

- enable student evaluation of the events sector

- allow students to manage a small scale classroom event

MODULE LEARNING OUTCOMES

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

- describe the scope, nature and breadth of the events sector and its products

- identify the contexts within which the UK events sector operates

- show knowledge of current practice and terminology used in the events sector

- communicate an evaluation of your own experience of the events sector

- create an event to communicate to other students an aspect of the events sector

INDICATIVE CONTENT

The teaching programme will be scheduled around discussing the segmented UK events sector. It will focus on the following areas:

- Conferences and meetings
- Exhibitions and trade shows
- Incentive travel

- Corporate hospitality
- Outdoor events
- Festivals and cultural events
- Music events
- Sports events
- Personal events (weddings, birthdays, celebrations etc.)

In addition to this the content will include employment in the events sector, the professionalism of the events sector and the various government agencies, trade organisations and professional bodies who are stakeholders in the above segments.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

- Classroom based learning: lectures, seminars, formative and summative feedback
- Peer support and teaching: through the use of a jigsaw exercise
- Application of some of the foundation event skills taught: through organising and presenting a small scale event

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	Jigsaw exercise and phase test	CW	50	45mins	Y
2	Group workshop + individual report	CW	50	50 mins + 1000 words	Y

ASSESSMENT CRITERIA

As a minimum threshold students will demonstrate:

- the ability to individually clearly communicate a contemporary aspect of the events sector to a group of students (jigsaw exercise)

- understand the segments of the contemporary events sector. This includes being able to identify the various professional bodies and trade organisation associated with the different segments. In addition students will be able to describe the employment opportunities and professional aspects of the events sector (phase test)

the ability to work effectively in a group to produce a workshop on a contemporary topic of the events sector. To the deliver a workshop to a group of peers. Produce a workshop session plan or programme with content (group workshop and individual report)

FEEDBACK
Students will receive feedback on their performance in the following ways

- Verbal peer feedback after the jigsaw exercise
- Written summative and verbal formative feedback (from tutor) after the phase test
- Written evaluative feedback from peers following the workshops

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

- Britain for Events Report 2011
- Adams, I. (2000), Leisure and Government, Business Education Publishers Ltd, Sunderland
- Allen, J. (2000), Event Planning, John Wiley, Ontario
- **Bowdin, G et al, (2011), Events Management, Butterworth Heinemann, Oxford**
- Bramham, P. Henry, I. Mammaas, H. and Van der Post, H (1993) Leisure Policies in Europe, CABI, Wallingford.
- Broadhurst, R. (2001) Managing Environments for Leisure and Recreation, Routledge, London
- Cooke, A, (1994), The Economics of Leisure and Sport, Thomson, London
- Getz, D, (1997) Event Management and Event Tourism, Cognizant Communications
- Goldblatt, J. (2002) Special Events, Wiley Press, New York
- Haywood et al (1990) Understanding Leisure, Stanley Thornes
- Mc Donnell, I et al, (1999) Festival and Special Event Management, Wiley Press
- Shone, A; Parry, B. (2004) Successful Event Management, Thomson, London
- Torkildsen, G. (1990) Leisure and Recreation Management, 4th edition, Spon, London
- Watt, D.C. (1992) Leisure and Tourism Events Management and Organisation manual, Longman
- Watt, D.C. (1998) Event management in Leisure and Tourism, Addison Wesley Longman
- Yeoman, I ; Robertson, M.; Ali-Knight, J, Drummond, S. ; McMahon-Beattie, U. (2004) Festival and Events Management, an International arts and culture perspective, Elsevier, Oxford

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
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	25/09/2013	31/05/2014
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 <u>cannot</u> 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.**	