

MODULE DESCRIPTOR

MODULE TITLE	Events Business and Venues Management		
Module Code	19-5L01-00L		
Level	5		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	40% Coursework 60% Coursework		
Pre-Requisite Modules (if applicable)			
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern: <i>Please specify</i>
YES	YES	NO	

1 MODULE AIMS

The aims of this module are to:

- examine theories and concepts within venue management and the events business.
- develop key understanding and knowledge of the current practice and terminology within venue management and the events business.
- develop understanding of the local, national and global developments within the context of venue management and the events business operation.
- identify, access, use and evaluate information/data from within the event business sector.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. Show knowledge of researching the range of event industry business documents;
2. Interpret industry materials such as annual plans or cultural plans;
3. Compare and contrast the appropriate business planning approaches within the events sector;
4. Correctly identify and use event and venue management terminology;
5. Evaluate management practice in venue and event business;
6. Operate with others in various situations and reflect on own performance within group.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The contact hours will be used flexibly and may include lectures, group discussions, research, venue visits and formulation of event plans. Lectures will introduce knowledge to students and this will be contextualised within the seminars. The assessment will involve both group and individual working.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework - Group	CW	40%	Written Assignment 2000 words	Yes
2	Coursework - Individual	CW	60%	Portfolio 3000 words	No

4 INDICATIVE MODULE CONTENTS / TOPICS

This module will examine the events business environment researching industry documents and assessing the relationship of events within the private, public and non for profit sectors. This module prepares students to develop critical analysis of business practice within events. Specific vocationally relevant venue management activities will be examined including; Health and Safety; programming; staffing roles and responsibilities; promotions and publicity and operations 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**

the module handbook
the module blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy 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 Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review