

MODULE DESCRIPTOR

TITLE	Events Business and Venues Management
SI MODULE CODE	19-5L01-00L
CREDITS	20
LEVEL	5
JACS CODE	N820
SUBJECT GROUP	Events
DEPARTMENT	Service Sector Management
MODULE LEADER	Gareth Roberts

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

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 with venue management and the events business
- develop understanding of the local, national and global developments with the context of venue management and the events business operation
- identify, access, use and evaluate information/data from within the event business sector

MODULE LEARNING OUTCOMES

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

On successful completion of this 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 plan 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 with group

INDICATIVE CONTENT

The ability to interpret, understand and articulate how an event or venue is managed is an essential skill for successful employment and enterprise in the events industry. This module provides an exciting opportunity to engage fully with the multi-disciplinary aspects of event business and venue

management, and develop the ability to critically understand and analyse the management of events and venues in any given situation.

A series of real life case studies will provide unique opportunities for students to learn from a network of people, organisations and locations involved in small to large scale events, in indoor and outdoor venues in the Sheffield and South Yorkshire area and understand in detail the key management issues they encounter. The case studies will be supported by academic / theoretical learning, which aims to enable students to develop a practically-focused interpretative framework for understanding the holistic management of events and venues - from understanding how an event or venue is managed presently - to being able to critically analyse and recommend how an event or venue can or should be managed in the future.

The development of this framework requires students to engage with new material presented in this module, but more importantly apply and develop their learning of other topics presented at Level 4 & 5 (including event and site planning, HR management, operations, marketing, finance, project management, industry research and cultural industries). The successful development of this framework is also a very important in preparation for key Level 6 modules, in particular Event Business Simulation.

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 is delivered via 12 lectures and 22 seminars. The module delivery pattern seeks to deliver a contextualised and practical learning experience for students. Lectures will be by members of the academic team and external speakers. Seminars will be used flexibly and may include group discussions, small group exercises, workshops, individual research exercises, venue visits and formulations of venue and event business management plans. There will be a strong emphasis on students developing a disciplined approach to self-directed learning, in particular weekly recommended reading. Additionally there will be drop in sessions to provide individual and group support. Students will be directed to a range of learning materials in a variety of forms – journal articles, book chapters, websites, on-line materials, and blackboard. A more detailed list of directed readings will be provided within the module Blackboard site.

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	Written Assignment	CW	40	2000 words	Y
2	Portfolio	CW	60	3000 words	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Students on this module will receive feedback from summative and formative assessment that will occur throughout the module. The tutor will provide individual and group support for all the assessments that will clarify 'good performance' and provide feedback on completed work – this is so students can make adjustments to their work for future elements of the portfolio. Feedback will be continuous – before, during and immediately after each assessment point so that students and the tutor can monitor performance and make required adjustments to learning.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Key Text:
<ul style="list-style-type: none">• Getz, D. (2007) Event Studies - Theory, research and policy for planned events
Recommended Reading (books):
<ul style="list-style-type: none">• Berridge, G. (2007) Events Design and Experience• Butler, D. 2006, Enterprise planning and development: small business start-up, survival and growth, Elsevier, Oxford.• Janeczko, B., Mules, T., Ritchie, B.W. & Cooperative Research Centre for Sustainable Tourism 2002, Estimating the economic impacts of festivals and events: a research guide, CRC for Sustainable Tourism, Gold Coast, Qld.• Moeran, B., Pedersen, J.S. & MyiLibrary 2011, Negotiating values in the creative industries: fairs, festivals and competitive events, Cambridge University Press, Cambridge.• Pfister, R.E. & Tierney, P.T. 2009, Recreation, event, and tourism businesses: start-up and sustainable operations, Human Kinetics, Leeds.• Raj, R. & Musgrave, J. 2009, Event management and sustainability, CAB International, Wallingford.• Silvers, J.R. 2008, Risk management for meetings and events, Elsevier/Butterworth-Heinemann, Oxford.• Tarlow, P.E. 2002, Event risk management and safety, John Wiley, New York.• Yeoman, I. 2004, Festival and events management: an international arts and culture perspective, Elsevier Butterworth-Heinemann, Oxford.

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	Y
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	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	Sept 2013	May 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.	