Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Business Event Operations
SI MODULE CODE	44-5972-00S
CREDITS	10
LEVEL	5
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**
18		**82**	**100**

MODULE AIM
The aims of the module are to:

• develop an understanding of the U.K. conference, meetings and exhibition sector- its markets and its suppliers.

• develop an understanding of the need for management skills, such as meticulous planning, time management, risk assessment, and effective communication skills when planning business events.

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

• Describe the UK conference, meetings and exhibition sector;

• Identify the operational stages involved in the effective planning and management of a business event from initial concept to evaluation including the use of checklists, accurate budgeting, time planning, and production;

• Analyse the suitability of a range of venues and destinations for business events;

• Describe and assess the suitability of a range of resources/suppliers needed to stage a business event including outside caterers, audio visual/lighting companies, speakers, entertainers etc;

• Understand and evaluate the expectations and needs of clients and delegates.

INDICATIVE CONTENT

An overview of the UK conference, meetings and exhibition industry (corporate, government and association), logistics and planning techniques, budgeting and pricing methods and protocols, venues and destination selection, client communication and management, supplier selection and negotiation including food and beverage, risk assessment and legal considerations, 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 teaching will be based around core lectures and interactive seminars/workshops where students will work on a variety of exercises, discussions and presentations. Videos/DVDS and outside speakers from industry may also be used to deliver specialist knowledge. A field trip to a local venue is included. The module will be assessed by an individual report.

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 Report	CW	100	2500 words	N

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

- Verbal peer feedback during seminars
- Written summative and formative feedback after task 2

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Bowdin, G. Allen, J. O'Toole, W. Harris, R. McDonnell, I. (2011) Events Management 3rd Ed, Butterworth Heinemann

Davidson, R. and Rogers, T. (2007), Marketing Destinations and Venues for Conferences, Conventions and Business Events, Butterworth Heinemann

Fenich, G. (2005) Meetings, Expositions, Events and Conventions: An introduction to the industry, Prentice Hall

Goldbaltt, J. (1996) Special Events: The art and science of modern event management - second edition, Van Hostrand Reinhold

Malouf, L. (1999), Behind the Scenes at Special Events: Flowers, props and design, John Wiley and Sons

McCabe, V. Poole, B. Weeks, P. Leiper, N. (2000) The Business & Environment of Conventions, Wiley Press

McDonnell, I. Allen, J. O'Toole, W. (1999) Festival and Special event Management, Wiley

Monroe, J. (2006), Art of the Event: Complete Guide to Designing and Decorating Special Events, Wiley

Rogers, T. (1998) Conferences - A Twenty First Industry, Addison Wesley Longman

Rogers, T. (2008) Conferences and conventions - A Global Industry, Butterworth Heinemann

Seekings, D. (1997) 6th Edition - How to organise conferences and events, Kogan Page

Shone, A. (1998) The Business of Conferences, Butterworth Heinemann

Shone, A. Parry, B. (2010) Successful Event Management, Thomson

http://www.hotelfandb.com/
http://www.meetpie.com/
http://www.bedouk.com/
http://www.planetplanit.co.uk/
http://www.eventmagazine.co.uk/
www.pcma.org - Professional Convention Management Association
www. meetings.org - Meetings Industry Association
www.martex.co.uk - Association of Conference and Events
www.iapco.org - International Association of Professional Conference Organisers
http://www.findmeaconference.com/- Search engine with over 8000 conference facilities
http://www.productlaunch.co.uk/index.html - Product Launch Company
http://www.eventsinpartnership.com/product_launch - Product Launch Company
www.eventbritain.co.uk - eventBritain has one core objective - to work with UK industry partners to support any bids for major business, cultural and sporting events.
www.conference-news.co.uk - Website for the conference news monthly newsletter
www.expoabc.com - Website focused on news for exhibitions

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	**N/A**

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	12/01/2014
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?	**N/A**

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

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.**	