MODULE DESCRIPTOR

MODULE TITLE	Business Events Operations		
Module Code	44-5972-00S		
Level	5		
Credit Points	10		
Indicative Assessment Components & Percentage Weightings	100% Coursework		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar YES	**Long:** **2 semesters** NO	**Short:** **1 semester** YES	**Other delivery pattern:** *Please specify*

1 MODULE AIMS

The aims of this 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.

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

1. Describe the UK conference, meetings and exhibition sector;

2. 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;

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

4. 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;

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

3   INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

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.   The module will be assessed by an individual written assignment.

ASSESSMENT STRATEGY AND METHODS

Task No.	TASK DESCRIPTION	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	100%	2500	No
2					

4   INDICATIVE MODULE CONTENTS / TOPICS

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.

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

- **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. 1

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