Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Live Event Management
SI MODULE CODE	44-6128-00L
CREDITS	20
LEVEL	6
JACS CODE	N820
SUBJECT GROUP	Event Management
DEPARTMENT	Service Sector Management
MODULE LEADER	Jane Tattersall

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

- develop an understanding of the factors which are driving innovation and creativity in the events sector; both in the UK and overseas

- develop skills in live event planning, delivery and evaluation

- develop entrepreneurship and manage industry contacts

- understand how to maximise the event experience through the implementation of innovation and creativity

- foster integration of knowledge and skills taught in other modules and experiential learning (from placements and part time work) in the development of professional skills for the events sector.

MODULE LEARNING OUTCOMES

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

1. Research and design a live event that meets client specifications

2. Develop and deliver professional and feasible event proposals

3. Project manage a live event including human, financial and other resources and processes

4. Negotiate with venues, suppliers and other bodies such as licensing and local authorities

5. Use a creative approach to critically evaluate the event and your contribution to it

INDICATIVE CONTENT

This module will be taught through a series of key lectures and interactive seminars where students will work on a variety of complex problem solving tasks. Videos/DVDs and speakers from industry may be used as appropriate.

Students will plan, propose, deliver and evaluate a live event

Coursework activities/tasks will be set to assess the module learning outcomes.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

This module will be taught through a series of key lectures and interactive seminars where students will work on a variety of complex problem solving tasks. Students will learn experientially by managing a live event and reflect on this. Videos/DVDs and speakers from industry may be used as appropriate.

Coursework activities/tasks will be set to assess the module learning outcomes.

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	Live Event	PR	20% Group, Peer Reviewed 30% Individual	2500	N
2	Creative Report	CW	50%	2500	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Students have formative feedback on event proposals over a four week period leading up to their pitch. They receive written feedback on the pitch. Verbal feedback is given on the day of the event and formal electronic feedback is given within two weeks.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Reading List Recommended Texts

- Beard, C & Wilson, J (2006) *Experiential Learning.* 2nd Ed. Kogan page
- Bladen, C et al (2012) *Events Management: an Introduction.* Routledge
- Bowdin G *et al*, (2004) *Events Management.* Elsevier
- Davidson, R (2006) **Marketing destinations and venues for conferences, conventions and business events. Butterworth Heineman**n
- De Bono, E (2000) *Six Thinking Hats.* Revised version. Penguin
- Drucker, P, F (2001) *The Essential Drucker.* Butterworth Heinemann
- Drucker, P F (2007) *Innovation and Entrepreneurship.* Butterworth Heinemann
- Foley *et al* (2012) *Event Policy.* Routledge
- Getz, D (2007) Event Studies: *Theory, research and policy for planned event.* Butterworth Heinemann
- Jones M (2010) Sustainable Event Management. Earthscan
- Lee-Ross, D & Ashley, C (2009) Entrepreneurship & Small Business Management. Elsevier
- Matthews, D (2008) S*pecial Event Production.* The Process. Elsevier
- Matthews, D (2008) *Special Event Production.* The Resources. Elsevier
- Neumeier, M (2009) *The Designful Company.* Pearson Education
- O'Toole W (2011) Events Feasibility and Development . Elsevier
- Richards, G & Palmer R (2010) *Eventful Cities.* Elsevier

   Supplementary and Alternative Texts
- Atkinson**,** M (2004) *Lend me your Ears.* Oxford University Press
- Dyke, J et al (2000) *Why high EQ matters for consultants and developers*.
- Lucas, B (2004) *Think Again.* People Management.
- Steel, J (2007) *Perfect Pitch.* John Wiley & Sons

PLEASE SEE BLACKBOARD SITE FOR EXTENSIVE RANGE OF JOURNAL PAPERS AND OTHER ARTICLES

Periodicals
(click for electronic links)
- **Event Management [electronic journal]**
- **International Journal of Event Management Research [Journal]**
- **International journal of event and festival management [JOURNAL]**
- **Festival management and event tourism [JOURNAL]**
- **Marketing Event [ELECTRONIC JOURNAL].**
- **Journal of convention & event tourism [ELECTRONIC JOURNAL].**
- **Journal of product innovation management [ELECTRONIC JOURNAL].**

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	**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

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.**	