

MODULE DESCRIPTOR

TITLE	Event Policy and Planning
SI MODULE CODE	44-6919-00L
CREDITS	20
LEVEL	6
JACS CODE	N820
SUBJECT GROUP	Event Management Group
DEPARTMENT	Service Sector Management
MODULE LEADER	Phil Crowther

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

- Provide students with the critical skills and intellectual competencies to critically evaluate and analyse policy development, current trends, issues, and research within the event sector
- Develop deep understanding of the structure, operations, and organisation of the various stakeholders within the event environment
- Develop deep understanding of the strategic decision making and planning theory in relation to events
- Provide students with the critical skills and intellectual competencies to develop, formulate, and appraise information and processes in order to validate innovative solutions to complex problems.

MODULE LEARNING OUTCOMES

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

1. Critically evaluate current areas of policy development and key areas of research in events management.
2. Evaluate the concepts of event policy development concepts and the rationale and influences on such developments
3. Select and use appropriate techniques for effectively gathering, analysing, and evaluating information and the analysis of the complex issues when undertaking events planning
4. Analyse the wider business environment in relation to event policy and planning including the various governmental departments, private and non for profit sector operations and bodies.
5. Present academic analyses and conclusions in an appropriate written format communicating effectively and to a professional standard.

INDICATIVE CONTENT

- The role of public bodies (central government, local authorities, and quangos) in the sphere of event policy.
- Analysis of the relationship between events and strategy of organisation in the public, private, and third sectors.
- Contemporary trends in the events sector will be evaluated together with their effect on policy initiatives.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

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

The students will learn through a combination of short lectures, seminars, and case studies. The lectures will be used to explore and discuss key policy developments, knowledge and understanding. Seminars will include a diverse range of approaches, including student presentations, discussion groups, and problem solving sessions based on case studies.

Students will be directed to collect, analyse and evaluate material outside the formal sessions to present and discuss during the seminars. Group presentations will be an integral part of these seminar sessions. Students will also be required to collate the results of these sessions in a written format.

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	Coursework - Essay / Report	CW	50	2500	Y
2	Exam	EX	50	2h (10 min reading time)	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Formative assessment will be undertaken through the seminar discussions and presentations, with on going feedback to students at these sessions.

The first summative feedback will be the coursework assignment which will result in detailed feedback for the students with the option of further verbal discussion as required. This will occur early in semester 2.

The summative assessment will be an examination.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts

Foley M, McGillivray D, McPherson G. (2011). Event Policy: From Theory to Strategy. Routledge

Getz, D (2007) Event Studies, Butterworth Heinemann

Richards R, and Palmer, G (2010) Eventful cities: cultural management and urban revitalisation, Elsevier

Veal, AJ. (2010) Leisure and Tourism Policy and Planning. Cabi

Supplementary and Alternative Texts

Henry, I P, (2001) *The Politics of Leisure Policy*, Palgrave

Roberts, K (2004) *The Leisure Industries*, Palgrave Macmillan

Roberts, K. (2006) *Leisure in Contemporary Society* 2nd ed. Wallingford, CABI [includes an e-book version]

Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

Event Management Journal

International Journal of Event and Festival Management

International Journal of Hospitality Management

Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

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	April 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.	