

INTRODUCTION TO THE EVENTS INDUSTRY

INTERNATIONAL YEAR ONE BUSINESS (IYOne Business)



SYLLABUS OVERVIEW

Module Code	IDBEM002
Module Name	Introduction to the Events Industry
Programme Name	International Year One Business
Percentage breakdown of Coursework	25%
Percentage breakdown of Exam/Test	75%
Delivery period	The syllabus will usually be delivered over a single 15-week semester
Recommended minimum teaching hours	5 hours per week (over 15 weeks)
Recommended minimum independent study hours	5 hours per week (over 15 weeks)

AIMS

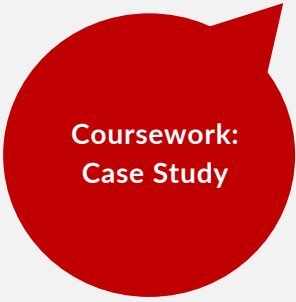
The aim of this module is to provide an introduction to the events industry in order to prepare students for future study in Events Management and related areas. The module aims to:


- ⇒ Explore the history and tradition of events to understand their significant role within society.
- ⇒ Examine the key characteristics of a range of events to define and categorise them.
- ⇒ Introduce students to the size and scope of the events industry, noting the different organisations, roles and positions available with reference to public, private and voluntary organisations.
- ⇒ Identify the main demand-generating sources of events.
- ⇒ Analyse changes in the macro and micro-environments that may determine future trends.
- ⇒ Introduce impact assessments as a method of evaluation.

TOPICS OF STUDY

- ⇒ Introduction to the Module and the Events Industry
- ⇒ Event Typologies and Products
- ⇒ Size and Scope of the Events Industry
- ⇒ Events Environment
- ⇒ Managing the Impacts of Events
- ⇒ Mega Events and their Impact
- ⇒ Event Marketing
- ⇒ Business Events
- ⇒ Cultural Events and Festivals
- ⇒ Tourism & Leisure events
- ⇒ Charity and Voluntary Sector Events
- ⇒ Sporting Events
- ⇒ Future Trends in the Events Industry

ASSESSMENT

 <p>Coursework: Case Study</p>	What is Assessed?	Topic D
	Duration/Word Count	1250-1500 words
	Total Marks	100
	Rubric	Students will be asked to conduct a PESTLE analysis on an event sector.
	Contribution to Overall Grade	25%

 <p>Examination</p>	What is Assessed?	Topics A-M
	Duration/Word Count	2 hours 30 mins
	Total Marks	75
	Rubric	Section A: ⇒ 1 question worth 35 marks. Section B: ⇒ 2 questions from a choice of 3 (20 marks each)
	Contribution to Overall Grade	75%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

<p>Knowledge and understanding</p>	<ul style="list-style-type: none"> ⇒ Understand the events industry including its evolution and the reasons for its growth. ⇒ Understand different types of events and their key characteristics. ⇒ Understand the events environment. ⇒ Understand events marketing including: market segmentation, targeting and positioning and the marketing mix. ⇒ Understand the impacts of events.
<p>Intellectual skills</p>	<ul style="list-style-type: none"> ⇒ Analyse events related issues in oral and written form. ⇒ Analyse case studies using a range of skills and techniques. ⇒ Gather, evaluate and record evidence from a range of sources.
<p>Practical skills</p>	<ul style="list-style-type: none"> ⇒ Write reports. ⇒ Prepare and deliver presentations.
<p>Transferable skills</p>	<ul style="list-style-type: none"> ⇒ Use interpersonal skills such as listening and negotiating. ⇒ Display self-awareness, openness and sensitivity to diversity. ⇒ Use effective time management and planning techniques.