

# MANAGING EVENTS

INTERNATIONAL YEAR ONE BUSINESS (IYOne Business)



# SYLLABUS OVERVIEW

<b>Module Code</b>	IDBEV001
<b>Module Name</b>	Managing Events
<b>Programme Name</b>	International Year One Business
<b>Percentage breakdown of Coursework</b>	100%
<b>Percentage breakdown of Exam/Test</b>	0%
<b>Delivery period</b>	The syllabus will usually be delivered over a single 15 week semester
<b>Recommended minimum teaching hours</b>	5 hours per week (over 15 weeks)
<b>Recommended minimum independent study hours</b>	5 hours per week (over 15 weeks)

## AIMS

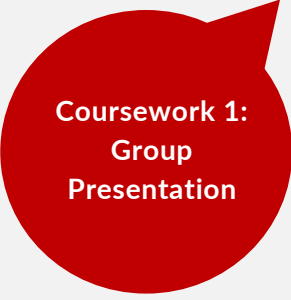
The aim of this module is to provide an introduction to events management operations in order to prepare students for future study in Events Management and related areas. The module aims to:


- ⇒ conceptualise events and identify their characteristics
- ⇒ explore the organisational and management implications involved in staging events
- ⇒ identify project management planning systems, identifying event aims and objectives, venue selection, health and safety and legal issues, financial planning and events promotion
- ⇒ introduce students to organisation, planning managing and controlling specific types of event

## TOPICS OF STUDY

- ⇒ Introduction to Events Operations
- ⇒ Venue Selection
- ⇒ Event Stakeholders
- ⇒ Events Marketing
- ⇒ Health and Safety
- ⇒ Site Management
- ⇒ Divestment and Legacy
- ⇒ Setting and Measuring Aims and Objectives
- ⇒ Introduction to Project Management
- ⇒ Financial Planning
- ⇒ Operations Management
- ⇒ Events Technology
- ⇒ Event Delivery

# ASSESSMENT

 <p><b>Coursework 1: Group Presentation</b></p>	<b>What is Assessed?</b>	Topics A-C
	<b>Duration/Word Count</b>	10 minutes
	<b>Total Marks</b>	100
	<b>Rubric</b>	Group presentation on a creative concept for an event.
	<b>Contribution to Overall Grade</b>	25%

 <p><b>Coursework 2: Report &amp; Supporting Portfolio</b></p>	<b>What is Assessed?</b>	Topics A-M
	<b>Duration/Word Count</b>	1250-1500 words
	<b>Total Marks</b>	100
	<b>Rubric</b>	A report and supporting portfolio based on the planning of an event.
	<b>Contribution to Overall Grade</b>	75%

# GENERAL LEARNING OUTCOMES

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

<p><b>Knowledge and understanding</b></p>	<ul style="list-style-type: none"> <li>⇒ Understand the nature of events organisations and their management</li> <li>⇒ Understand the process of creatively developing an event concept using relevant technology and make justified decisions about the feasibility of the objectives and delivery</li> <li>⇒ Understand the different stages in the event planning process and implementing appropriate project management systems</li> <li>⇒ Understand organisational and management implications involved in staging events</li> <li>⇒ Understand the importance of marketing planning and recognise key promotion activities that need consideration when delivering events</li> <li>⇒ Understand the financial implications in delivering events, particularly in terms of budgeting and sponsorship</li> </ul>
<p><b>Intellectual skills</b></p>	<ul style="list-style-type: none"> <li>⇒ Analyse events related issues in oral and written form</li> <li>⇒ Analyse case studies using a range of skills and techniques</li> <li>⇒ Gather, evaluate and record evidence from a range of sources</li> </ul>
<p><b>Practical skills</b></p>	<ul style="list-style-type: none"> <li>⇒ Write reports</li> <li>⇒ Prepare and deliver presentations</li> <li>⇒ Compile a portfolio of supporting evidence</li> </ul>
<p><b>Transferable skills</b></p>	<ul style="list-style-type: none"> <li>⇒ Communicate effectively in oral and written form</li> <li>⇒ Effectively work towards targets/goals</li> <li>⇒ Use effective time management and planning techniques</li> </ul>