

## MODULE DESCRIPTOR

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|---------------------|-------------------------------|---------------------|-------------------------|
| <b>MODULE TITLE</b> | EVENT PLANNING AND MANAGEMENT |                     |                         |
| <b>MODULE CODE</b>  | TL4036 (L7)                   | <b>CREDIT VALUE</b> | 20 UK CREDITS / 10 ECTS |
| <b>SCHOOL</b>       | SCHOOL OF BUSINESS MANAGEMENT |                     |                         |
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### MODULE AIMS

This module aims to provide students with a critical understanding of the range of key event management issues required to professionally plan and manage a special event.

### MODULE CONTENT

#### Indicative syllabus content:

- The nature & scope of the events industry
- Special event types, features, aims, functions & characteristics
- Conceptualizing the planning / strategic process
- Event feasibility & the screening process
- Project management & logistics
- Venue selection & event design
- Risk management: health, safety & security
- Staffing / Human Resource issues
- Budgeting / managing finances
- Market research, marketing & communication
- Issues of sustainability & the impacts/legacies of events
- The evaluation of events / methods of evaluation.

### INTENDED LEARNING OUTCOMES

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

1. Synthesize relevant theoretical principles with an understanding best practice in the contemporary event management industry.
2. Interpret, contextualise and reflect upon a range of techniques and practices relevant to the planning, execution and evaluation of special events.

### TEACHING METHODS

Workshops will be three hours long and spread over one semester. A mixture of student centred seminars, workshops and lectures/didactic input aimed to per week aim to develop a variety of event management skills. A workshop approach is deliberately adopted to provide flexibility to accommodate student needs.

### ASSESSMENT METHODS

This module is assessed through an essay and an examination.