Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Creative Hospitality Events
MODULE CODE	44-506269
LEVEL	5
CREDITS	20
ECTS CREDITS VALUE	10
FACULTY	Sheffield Business School
DEPARTMENT	Service Sector Management
SUBJECT GROUP	Hospitality Management
DATE OF APPROVAL	14th November 2017

MODULE AIM

The aim of this module is to develop knowledge and understanding of the current approaches to delivering Hospitality business products and services (through the exploration of Meetings, Incentivised and Conference Events). In addition to this, the module is designed to enable students to think critically about specific hospitality segment requirements and thus design creative events to deliver to client requirements. This will be further underpinned by the development of student awareness around issues affecting Hospitality business product and service delivery.

MODULE LEARNING OUTCOMES

LO	Learning Outcome
1	To appraise current literature relating to the practice of designing, and the management of Hospitality business events.
2	To critically evaluate the current approaches / practices involved in hospitality product development and delivery for specific industry clients.
3	To explore and evaluate the impacts of the current issues that may affect the development and delivery of hospitality industry products and services.

INDICATIVE CONTENT

This module will examine a range of hospitality clients and consumers' perspectives in utilising hospitality business events products to fulfil their objectives. Through the use of a range of client briefs, students will develop creative solutions to the brief selected. The module will include the investigation of the specialist resources and services required in the delivery of their solutions. This will include considerations for the broad range of venues foods and beverages associated with Meetings, Incentivised, Conference and business events. The factors that influence this industry sector will also be identified and explored with a major focus on the influence of the turbulent business environment.

LEARNING, TEACHING AND ASSESSMENT STRATEGY AND METHODS

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

The module will be taught through lectures and seminars and students will be asked to actively research given aspects of the industry and the issues concerned with the delivery

and consumption of such events. This research will be used as the basis of the assessment as students will be producing a solution to a client brief for a hospitality business client. Seminar sessions are designed for in-depth consideration of the factors and environmental influencers affecting the industry within the current operating environment. Assessment will take the form of a summative report and there will be opportunity for formative feedback prior to the final submission.

ASSESSMENT DESCRIPTION

The assessment for this module is a 3500 word report. The purpose of this task is to allow the students to demonstrate their understanding of hospitality business events market (any category including the Meetings, Incentivised, Conference and Corporate Events) in accordance with a specified client brief. The this assignment allows students to demonstrate their researching and critical evaluation skills, creativity and their skills in the exploration of, and their abilities to discuss key issues relating to the delivery of, and the considerations for key provisions typically utilised within hospitality business events.

ASSESSMENT PATTERN - TASK INFORMATION (STANDARD ASSESSMENT MODEL)

Task No.*	Description of Assessment Task	Task Weighting %	Word Count or Exam Duration**	Sub-tasks Y/N+	IMR Y/N	Final Task Y/N
1	Report	100%	3,500 words	N	N	Y

FEEDBACK TO STUDENTS

Formative feedback on performance will be given on a weekly in seminars and for formally assessed work, feedback will be provided via appointments. In addition, feedforward delivered verbal will be given throughout the module.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Link to resources: ***https://shu.rl.talis.com/lists/C75CA1A7-3B9D-F46C-FDA3-8A447E5FBCF4.html***

Recommended Text

- Allen, J., (2007). The executive's guide to corporate events and business entertaining: how to choose and use corporate functions to increase brand awareness, develop new business, nurture customer loyalty and drive growth, Wiley, Mississauga, Ont
- Bennett, R., (2003). Corporate Hospitality: executive indulgence or vital corporate communications weapon; Corporate Communications; An International Journal.4, pp. 229-240
- Brooks, I., Weatherston, J., and Wilkinson, G., (2011). The International Business Environment: challenges and changes. 2nd Ed. Harlow, Prentice Hall.
- Davidson, R., and Cope, B., (2003). Business Travel, Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel. Prentice Hall.
- Matthews, D., (2008). Special Event Production: The Process. Elsevier.
- Matthews, D., (2008). Special Event Production: The Resources. Elsevier.

- Morrison, J., (2011). The Global Business Environment: meeting the challenges. 3rd Ed. Basingstoke, Palgrave Macmillan.
- Shone, A., and Parry, B., (2010). Successful Event Management: A Practical Handbook. 3rd Ed. Cengage Learning Publisher.
- Worthington, I., and Britton, C., (2009). The Business Environment. 6th Ed. Harlow, Prentice Hall

Supplementary and Alternative Texts (Databases)

- Business Source Premier
- Keynote
- Global Market Information Database (GMID)
- Mintel
- Nexis UK

Periodicals

- Event Management Journal
- International Journal of Hospitality Management
- Journal of Contemporary Hospitality Management
- The Hospitality Review
- Tourism and Hospitality Research

RESEARCH MODULES ONLY:

DOES MODULE REQUIRE APPROVAL OF FACULTY RESEARCH ETHICS COMMITTEE? NO

MODULE STUDY HOURS (KEY INFORMATION SET)

Module Study Hours - Breakdown of Hours by Type		
Scheduled Learning and Teaching Activity type*	**Hours by type**	**KIS category**
Lecture	12	Scheduled L&T
Seminar	24	Scheduled L&T
Scheduled Learning and Teaching Activities sub-total	**36**	
Guided Independent Study	164	Independent
Total Number of Study Hours (based on 10 hours per credit)	**200**	

REVISIONS

Date	**Reason**