

MODULE DESCRIPTOR

TITLE	Principles of Event Management
MODULE CODE	44-4844-00L
LEVEL	4
CREDITS	20
FACULTY	Sheffield Business School
DEPARTMENT	Service Sector Management
SUBJECT GROUP	Events
MODULE LEADER	Mohammed Jabar Yaqub
DATE OF APPROVAL	2 nd December 2015

MODULE AIM

To familiarise students with the academic study of Events Management and understand the importance of the industry while developing their intellectual knowledge and understanding through key text and industry examples.

MODULE LEARNING OUTCOMES

LO	Learning Outcome
1	Define an event and understand the categorisation and classification of events and their importance in the events industry.
2	Identify and discuss the importance of key stakeholders in events and the strategic approach required to plan and organise an event.
3	Understand the impacts of various events on businesses, communities and society.

INDICATIVE CONTENT

The 'Principles of Event Management' module provides a 'starting point' to the academic study of Events Management. The study of Events, as an academic body of knowledge, is quite new with the majority of key texts and research being developed and published in the last ten-fifteen years. It is closely linked and related to areas of study including Tourism, Leisure, Hospitality, Sport, Marketing, Arts/Cultural Studies, Marketing and Business. It is an area of study which has seen considerable growth and interest in academic and Industry circles and graduates of this discipline are securing graduate level positions in the Private, Public and Not for Profit sectors.

Events, festivals and meetings, however, have been a part of society around the world for thousands of years. They have been planned and organised whenever people have had a need, or desire, to meet together in celebration, commemoration, education or simply to share news. For example, consider the meetings at Stonehenge or at Shakespeare's Globe Theatre.

Events in the modern world are increasingly complex, sometimes reaching out to global audiences and involving a wide range of stakeholders including sponsors, professional organisers, the media and

thousands of participants. For example, consider London 2012. Events can also be small and personal involving less than a hundred people, for example, a family party or wedding.

This module provides students with key definitions of Events and Events Management, explores the impacts of Events on businesses, communities and society, examines the markets for Events, identifies Events Stakeholders and looks at strategic approaches to the planning and organisation of events.

LEARNING, TEACHING AND ASSESSMENT STRATEGY AND METHODS

How will this module deliver the relevant industry sector skills and competencies?

This module will develop **team-working, communication and problem solving skills** through the use of two-hour interactive seminar activities and **learning skills** through the completion of the individual portfolio and phase test.

What is the current research context that this module applies?

This module will use a range of literature to provide theoretical information to underpin both the portfolio and the phase test. For example:

- Bowdin, G. (2011) Events Management, 3rd Ed. Elsevier, Oxford.
- The Event Management Journal, Kenneth Backman (Ed.) Cognizant Communication Corporation.

How is internationalisation delivered and applied within the module?

The module calls upon a range of International Case studies, both during the lectures and the seminars. For example, in one seminar students will work in groups to research and critically present information about a range of International Hallmark Events.

How will this module be delivered?

The module will use a combination of key lectures (1 hour each week) and small group exercises, workshops, individual research exercises (delivered in 2 hour seminars each week) and a field trip (the cost of the field trips will be met by SBS). The lectures will focus on the delivery of key information whilst the seminars will allow students to examine the material more closely and to reflect on their learning. Students will be expected to undertake reading and research in their own time to support their learning. A detailed reading list is provided within this module guide.

How will Blackboard be used with this module?

The blackboard site is a key resource for your learning.

Lecture and Seminar notes will be uploaded to the blackboard site by your module tutors in the teaching week FOLLOWING your teaching session. Hand-outs will be given out in both

the lectures and the seminars. E mails /announcements will also be made through the blackboard site to keep you informed about up-dates to the module.

Attendance at all sessions is important and the blackboard site should be used to support your learning - not replace it!

Social Media

This module will make use of social media as a teaching tool, alongside the lecture and seminar programme. The events industry (and other related industries such as marketing, sales and advertising) are heavily reliant on the use of Twitter and Facebook, and as such, this module aims to introduce you to

the use of these platforms in a professional context and as a professional networking tool.

Students are advised to follow @SHUeventschat as a starting point, for events management industry news, blogs, articles and information, in addition to the course content.

There will also be a weekly Twitter Chat Hour, with different topics each week, which will loosely follow this module's lecture material. Please use the hashtag #SHUeventschat in your tweets, whenever you get involved. More details will be given in the lectures and seminars.

ASSESSMENT DESCRIPTION

e-portfolio - interactive portfolio that is designed on Powerpoint or Prezi - Will test learning outcome 1,2&3

Exam - Will test learning outcome 1,2&3

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	e-portfolio	50%	2000 words	N	Y	N
2	Exam	50%	2hours	N	N	Y

ANY ADDITIONAL REQUIREMENTS FOR THIS MODULE

None

FEEDBACK TO STUDENTS

Oral and written feedback will be provided to all students following the submission of the e portfolios (Assessment 1) and online marks / feedback will be provided for the exam. (Assessment 2).

Formative feedback will be provided throughout the module to support student led exercises.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Key Text:

Bowdin, G. et al (2011) Events Management, Elsevier, Oxford

Supplementary and Alternative Texts:

- Bladen, C. et al (2012) Events Management - An Introduction, Routledge, Abingdon, Oxon
- Berridge, G. (2007) Events Design and Experience, Butterworth Heinemann, Oxford
- Getz, D. (2012) Event Studies, Theory research and policy for planned events, Routledge, Abingdon, Oxon
- Getz, D. (2006) Events Management and Event Tourism, (2nd Ed) Cognizant Communication Corporation, New York
- Goldblatt, J. (2011) Special Events, (6th Ed), Wiley, New Jersey
- Raj, R. (2009) Event Management and Sustainability, CABI, Wallingford
- Richards, G. & Palmer, R. (2010) Eventful Cities, Elsevier, Oxford
- Shone, A. & Parry, B. (2010) Successful Event Management: a practical handbook (3rd ed.) Cengage Learning, Hampshire
- Van der Wagen, L. & White, L. (2010) Events Management. Pearson, New South Wales
- Yeoman, I. et al (2004) Festival and Events Management-an International Arts and Culture Perspective, Butterworth Heinemann, Oxford

Journals: *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: An International Journal, Cognizant Communication Corporation, New York
- International Journal of Events Management Research
- Managing Leisure : Routledge /Taylor and Francis
- Journal of Tourism and Cultural Change, Multilingual Matters, Channel View Publications
- Leisure Studies, Routledge / Taylor and Francis

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

Internet sources will be available on Blackboard for the module.

- <http://www.mpiweb.org/Home>
- <http://www.iccaworld.com/>
- <http://www.noea.org.uk/>
- <http://www.culture.gov.uk/>

RLO - Resource List Online

<https://shu.rl.talis.com/lists/6B4F234D-BA75-4A27-DACC-B4CAEF9F5654.html?edit>

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	10	Scheduled L&T
Practical classes and workshops	11	Scheduled L&T
External visits	3	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
10/01/2017	DB1SSM09-1617