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Title: EVENT MANAGEMENT AND DEVELOPMENT
Status: Definitive
Code: **6035TEFSUM** (104451)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Philip Williamson	Y

Academic Level: FHEQ6 **Credit Value:** 12 **Total Delivered Hours:** 20
Total Learning Hours: 120 **Private Study:** 100

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	10
Seminar	5
Workshop	5

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual Report (4000 words)	100	

Aims

To introduce students to the fundamental components of event management and to provide students with a critical insight to the event management process.

Learning Outcomes

After completing the module the student should be able to:

- 1 critically evaluate the organisation effectiveness of the management of an event;
- 2 critically analyse the importance of legislation which will impact on events;
- 3 critically discuss the importance of effective people management in the events process, critically evaluate the role of HRM in this process;
- 4 be critically aware of finance and budgetary models for event management;
- 5 critically assess community responses to events;
- 6 utilize appropriate project management model.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

4000 Word report	1	2	3	4	5	6
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Outline Syllabus

Event Management, legislation, corporate hospitality, music events, environmental health, staff training, promotion and marketing, support services, project management, sponsorship and financial models, events in the community.

Learning Activities

Students will participate in practical workshops and seminars throughout the module, both in groups and as individuals. Activities will be student centred and will enable participants to realistically organise an event and utilise an appropriate project management tool which they will have been taught during the module. Students will also be given the opportunity to put to practical use the knowledge and skills learnt in other modules.

Notes

Through the study of this module students will be able to identify the differing factors which impact on the event process. Students will develop skills and knowledge of the event management process.