MODULE SPECIFICATION PROFORMA

Module Code:	BUS462

Module Title:	Creating Events

Level:	4	Credit Value:	20

Cost Centre(s):	GAMG	JACS3 code:	N820

School:	Social & Life Sciences	Module Leader:	Jacqueline Hughes-Lundy

Scheduled learning and teaching hours	36
Guided independent study	164
Placement	0
Module duration (total hours)	200

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Business	✓	
BA (Hons) Hospitality, Tourism & Event Management	✓	
BA (Hons) Marketing	✓	
BA (Hons) Human Resource Management	✓	

Pre-requisites
None

Module Aims
1. To provide an insight into the rich, colourful and diverse nature and make up of contemporary events and festivals. 2. To introduce the constituent elements required for effective event planning. 3. To develop practical skills in creating and planning an event.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Understand what factors make cultural festivals relevant within contemporary society	KS1	KS5
		KS6	KS7
2	Create and design an event theme	KS1	KS3
		KS2	KS4
3	Identify the range of event stakeholders and their importance in event planning	KS6	
4	Appreciate the relevance and complexity of event planning	KS2	KS8

Transferable skills and other attributes
• ability to collaborate and plan as a team member • contribute proactively to team aims and objectives • communication skills • IT skills • research skills

Derogations
None

Assessment:
Indicative Assessment Tasks:

Indicative Assessment One:
For the first assignment Students will be working in small groups to create and design an event. Part of the assessment will involve research into comparable events that can be used as a basis for their own ideas. Event themes are diverse and increasingly unique and a presentation format enables students to illustrate their creative talents as would be required by events practitioners. The presentation will be between 10-15 minutes with all group members expected to deliver a section. Gibbs reflective cycle will be used for the individual written section of 500 words.

Indicative Assessment Two:
For the second assignment, students will be required to demonstrate their understanding of the importance of using event planning and stakeholder management in events. They will be required to show an understanding of academic theory using their events as examples.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Group Project	40%		N/A
2	3,4	Report	60%		1,500

Learning and Teaching Strategies:
Lectures will be provided to students in classroom format and stored on VLE. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises. Guest speakers where available, will enhance classroom learning by sharing their own experiences. The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment

Syllabus outline:
1. The evolution of the Events Industry 2. Cultural festivals 3. Event creation, themes and design 4. Event trends 5. Composing the event plan 6. Event stakeholders 7. Financing Events

Indicative Bibliography:
Essential reading
Bladen, C., Wilde, N Kennel, J and Abson, G. (2018) Events Management: An Introduction, Routledge,Oxon
Other indicative reading

Textbooks

Jackson,J (2013) Promoting and Marketing Events. Routledge, Oxon

Wright, j., (2014) How to plan a sustainable event: A guide for creating a waste wise event. Hierographic, USA

Yeoman, I., Robertson, M., Ali-Knight, J., Drummond, S and McMahon-Beattie, U (2009) Festival and events management. Elsevier, Oxford.

Beech, J., Kaider, S., Kaspar, R. (2014) The Business of Events Management. Pearson Education, Harlow

Getz, D., Page, S.J., (2016) Event Studies: Theory, Research and Policy for Planned Events, Routledge,
Oxon

Quinn, B (2013) Key Concepts in Event Management. Sage Publications, London

Websites
 www.businessvisitsandeventspartnership.com
Association for Events Management Education: www.aeme.org.uk
Association of event venues: www.aev.org.uk
Event Industry News: eventindustrynews.co.uk
The Events Industry Alliance: www.eventsindustryalliance.com
The Event Services Association: www.tesa.org.uk

Journals
Conference & Travel Incentives Journal of Cultural Heritage
Conference News

CMI Library
www.managers.org.uk – Chartered Management Institution