1. **Title of the module**

SPOR5780 (SS578) Event Management

1. **School or partner institution which will be responsible for management of the module**

School of Sport and Exercise Sciences

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

30 credits (15 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn and Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

MSport Sport Management

BA Hons Sport Management

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
2. Relate and apply the theoretical knowledge gained in order to successfully propose an event (relevant to the undergraduate degree being studied).
3. Relate and apply the theoretical knowledge gained in order to implement an event (relevant to the undergraduate degree being studied).
4. Critically assess and evaluate the planning and implementation of the event (relevant to the undergraduate degree being studied).
5. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
6. Communication and presentation skills – achieved through effective written, verbal and non-verbal communication skills.
7. Information Technology and numeracy - through the preparation of event planning and proposals, budgets and presentations.
8. Interactive group skills – evidenced through working with a range of groups throughout the planning and implementation of the event.
9. Problem solving – achieved through the event planning and implementation stages and through completing the self-directed study necessary to complete this module.
10. Ability to self-appraise and reflect on practice – achieved through the event implementation and evaluation stages and specifically the defence interview
11. **A synopsis of the curriculum**

The module provides a structured opportunity to put into practice theoretical and practical knowledge and skills that students have acquired during their studies, in the context of delivering an event relevant to their programme of study. As such, this module will provide opportunities for students to develop appropriate vocational and applied academic knowledge.

Students will work as part of a small group in the process of proposing, planning, implementing, reviewing and evaluating an actual event, students will need to integrate market research, marketing, human resource management, leadership, health and safety issues, security, logistical and financial management in an appropriate way. The emphasis is on the processes that surround the actual event itself.

* An introduction to the events industry
* The planning cycle for major events
* Market research and the development of an event concept
* Human resource planning and management required for running an event
* Financial planning and management of an event
* Marketing the event
* Health, safety and security legislation and procedures
* Establishing timelines and checklists.
* Event implementation
* Event evaluation

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Bladen. C et al (2012), *Events Mangement an Introduction,* Routledge London

# Bowdin, G.A.J., Getz, D., & Lashley, C. (2011). *Events Management (3rd Ed).* Oxford: Butterworth-Heinemann.

# Health and Safety Executive (1999). *The Event Safety Guide (2nd Ed)* HMSO. http://www.hse.gov.uk/event-safety/index.htm

Mallen. C Adams. L.J. (2013) Event Management in Sport, Recreation and Tourism Theoretical and Practical Dimensions (2nd ed), Routledge London

Masterman. G. (2014), *Strategic Sports Event Management (3rd Ed*) Routledge London

Parent.M.M and Smith-Swan.S (2013) *Managing Major Sports Events Theory and Practice,* Routledge London

Robinson, L. & Palmer, D. (2011) *Managing Voluntary Sport Organisation.* Abington: Routledge.

1. **Learning and teaching methods**

Total contact hours: 18

Private study hours: 282

Total study hours: 300

1. **Assessment methods**
   1. Main assessment methods

Event Proposal Presentation – 35%-20 minutes presentation including Q&A

Event Observation – 30%

Event Defence – 35%- 20 minutes presentation including Q&A

12.2 Reassessment methods

Like for Like

1. ***Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| **Private Study** | x | x | x | x | x | x | x | x | x | x |
| *Lecture* | x | x | x | x | x | x | x | x | x | x |
| Tutorials | x | x | x | x | x | x | x | x | x | x |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| *Group Proposal Presentation* | x | x | x | x | x | x | x | x | x | x |
| *Group Event Observation* | x | x | x | x | x | x | x | x | x | x |
| *Individual Event Defence* | x | x | x | x | x | x | x | x | x | x |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

The module is delivered by staff with international professional and academic experience and of a European Nationality. International marketing models and theories and international event industry expertise are referenced. The module draws on internationally recognised research and theories.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |

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