Module Definition Form (MDF)

Module code: MOD007233	**Version:** 2 **Date Amended:** 17/Nov/2021

1. Module Title
Principles of Event Management

2a. Module Leader
Sudipta Sarkar

2b. School
School of Management at Anglia Ruskin University

2c. Faculty
Faculty of Business and Law

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

You'll look at the main theoretical concepts underpinning events studies today, the theoretical framework for the study of event management, in relation to marketing, hospitality and tourism. You'll cover the responsibilities of event managers, both in-house and external; the development of the sector from corporate hospitality to customer experiences; and management challenges. You'll learn the practical skills like project managing events (feasibility, planning, delivery and evaluation); design and production; functional management (operations, HR, finance and marketing); and the critical assessments for health, safety and risk management. You'll understand how to apply these principles by exploring the feasibility of an event to fit a brief and planning that event in detail incorporating all relevant principles such as risk management and other critical assessments. As part of this you'll be encouraged to support university events to build up your event log for employability and experience applying the concepts to practice. This module is embedded in both theory and practical experience and you'll have the opportunity to begin networking with events practitioners and building your own social capital and contacts book as you build your experience.

6b. Outline Content

Origins, growth, trends and future of the events industry;

Characteristics and structure of the events industry;

Events contexts (marketing, hospitality and tourism);

Management challenges for events;

Project management principles for events: feasibility, planning, delivery and evaluation;

Design and production;

Functional management: operations, HR, finance and marketing;

Legislation, health, safety and risk management;

Current issues in events;

Careers in events;

Building your network and contacts as an events practitioner.

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None.

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Understand the principles of events management as it applies to marketing and tourism;
2	Knowledge and Understanding	Understand the core principles of planning an event (feasibility, planning, delivery and evaluation) and the processes involved in each part of the framework;
3	Knowledge and Understanding	Have a solid understanding and knowledge of the responsibilities of event managers putting on a safe and legal event;
4	Intellectual, practical, affective and transferrable skills	Conduct risk assessments for events;
5	Intellectual, practical, affective and transferrable skills	Establish the feasibility of an event and plan it according to the principles of event management and legal/health and safety standards;
6	Intellectual, practical, affective and transferrable skills	Understand the events industry in terms of employability options.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	35	1-6	Lectures 11 x 1hr Workshops 12 x 2hr
Other teacher managed learning	30	5	Event Log – 30 hours events experience
Student managed learning	235	1-6	Online learning, wider reading, field notes, etc
TOTAL:	300		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-3 & 6	40 (%)	Fine Grade	30 (%)
Event Feasibility and Planning Study (up to 3,600 words)					
Assessment No.	**Assessment Method**	**Learning Outcomes**	**Weighting (%)**	**Fine Grade or Pass/Fail**	**Qualifying Mark (%)**
011	Coursework	2-5	60 (%)	Fine Grade	30 (%)
Event Log – 30 hours (equivalent to 2,400 words)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]