Module Specification

Module Summary Information

1	Module Title	LIVE: Event Management
2	Module Credits	40
3	Module Level	5
4	Module Code	FAS5044

5	Module Overview

The purpose of this module is to enable you to undertake an in-depth project exploring the event industry.

This module looks at different types of events, and explores key factors affecting their planning, it enables you to understand how funding and sponsorship work, and the importance of maintaining a healthy budget. You will explore and understand how to plan and organise a team, and find key suppliers and participants to make the event happen.

Working with a charitable organisation, you will carefully plan and execute a live event in order to raise money for a local Birmingham Charity.

Working in groups each member will have a specific role.

An Event Plan detailing Marketing, Sponsorship, Promotion, PR and Finance will need to be carried out as well as considering the target market, venue and legal requirements of your event.

There will not be a budget for this event so a sponsorship and fundraising strategy will need to be considered.

6	Indicative Content

- Negotiation and time management
- Industry Liaison and collaboration
- Team work
- Entrepreneurship
- Financial management and planning
- Marketing and PR techniques
- Health and safety – risk assessment
- Crisis management
- Critical Path
- Project management
- Strategic planning, logistics and organisation

7	Module Learning Outcomes
	On successful completion of the module, students will be able to:
1	Organise a live event and demonstrate creativity and entrepreneurship in the execution of the group project.
2	Implement a proposal for event, fundraising and sponsorship framework including a marketing and PR strategy.
3	Present and evaluate the event journey as a group.
4	Appraise and reflect your individual contribution to the event management process.

8	Module Assessment			
Learning Outcome				
	Coursework	**Exam**	**In-Person**	
1			X	
2			X	
3			X	
4	X			

9	Breakdown Learning and Teaching Activities	
Learning Activities		**Hours**
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		60
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		260
Private Study (PS) includes preparation for exams		80
Total Study Hours:		400