

Module Title:	Principles of Event Management
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	Formal lectures, group-based activities, class discussion, field trips and case studies will cover the material and its practical application.
Module Aim:	This module introduces students to the key principles that underpin events management as a discipline, and to the characteristics of the event industry. Different classification of events; typologies and models of event management; key management skills and competencies are explored. This module is relevant to individuals working in an event support and management role.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Identify the key characteristics of event management
LO2	Describe event design and production
LO3	Describe event project management principles
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to Event Management, concept and design

Size of events. Types of events - sporting, business and leisure. Event differentiation - purpose and objectives, scope, nature of audience, key stakeholders and key elements. The event team. Code of ethics - introduce ethical and legal issues for the event industry. Designing the event - develop an event concept and format that are operationally practical and result in the achievement of event objectives, develop a concept, theme and format for a complex event to meet a specified need. Logistics of the concept.

Event Operations

The legal environment, insurance, regulations, contracts, logistics

Assessment Breakdown	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Produce an event management proposal outlining the event concept, design and theme and key project management details.	1,2,3	100.00	Sem 1 End

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
Total Hours		125.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	1.50
Independent Learning Time	15 Weeks per Stage	2.97
Total Hours		62.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	1	Mandatory
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	1	Mandatory