

Module Title:	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:	Students will develop an understanding of events from the planning phase right through to execution.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Apply budgeting and feasibility to events
LO2	Evaluate, monitor and control the broader impact of events
LO3	Explore event operations
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

Staging, Operations and Logistics

Analise venue requirements - research and select an appropriate venue, choose a theme. Arranging services and managing the environment - access, licenses, equipment, utilities and litter and waste management. Organizing policies, procedures and performance standards. Providing leadership, job responsibilities, volunteer and staff motivation.

Monitoring, Control and Evaluation

Event evaluation stages, measures and processes

Event budgeting and feasibility

Financial planning, budgeting

Assessment Breakdown

	%
Project	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Create an event management guide detailing the finance, operations and evaluation	1,2,3	100.00	n/a

No Project

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	2	Mandatory
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	2	Mandatory