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
On successful completion of this module the learner should be able to:

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 *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
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		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
	Total Hours	125.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
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