



Module Specification

Corporate Events

Version: 2027-28, v1.0, Approved

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Corporate Events

Module code: UMMTBM-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Operations and Information Management

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Business-to-business events are now a multi billion dollar industry worldwide, with around 1.3 million meetings held in the UK each year. This ever increasing corporate industry has solidified itself as an essential area within Events Management both practically and theoretically. Therefore knowledge and understanding of the corporate event industry are important for those wishing to work in this particular sector.

Features: Not applicable

Educational aims: This module introduces students to an important sector, Corporate Events. Students will analyse and critique theoretical and practical perspectives of corporate events, and gain an understanding of the key areas of this sector. The assessment allows students to develop professional skills, such as pitching and creating EMPs which are necessary for industry.

Outline syllabus: Corporate event management techniques, skills, and approaches
Digital event management tools and platforms
Sustainable and eco-friendly event practices
Advanced stakeholder management techniques
Crisis management and contingency planning
Seminar, meeting and conference planning
Corporate event objectives
Delegate requirements
Venue sourcing

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

1 hour lecture introducing a key area in Corporate Events

2 hour tutorial where students will work on assessments with module leader/tutor support

The additional hours will consist of a field trip which will link to the assessment.

Previous field trips have been to Confex in London which has been very popular with students.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate a systematic understanding of key aspects of contemporary event management theories, models and approaches in a corporate event context

MO2 Consolidate and apply tools and techniques to initiate the design of a corporate event concept .

MO3 Apply a range of appropriate established tools and techniques to the planning and implementation of a corporate event concept in response to a client brief

MO4 Create and communicate industry standard promotional materials using a range of digital event tools to appropriate audiences.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ummtbm-15-3.html) via the following link

<https://uwe.rl.talis.com/modules/ummtbm-15-3.html>

Part 4: Assessment

Assessment strategy: This module integrates the highly practice based nature of events with a strong theoretically grounded underpinning, the assessment strategy has been designed to support this professional practice nature and consists of two interrelated tasks

Presentation - 60%

Event Management Plan - 40%

Both tasks are individual.

Students in final year should be able to produce industry standard materials in preparation for graduating. Pitching and EMPs are important documents for the events industry and so this assessment is reflective of that. Work is individual, as students are keen to work individually in final year.

Authentic learning will be evidenced by students being required to pitch in relation to a client brief. The client brief will change each year.

There is the potential for this to also be linked to a field trip, where students would need to be present.

This module gives students an insight into a specific sector, providing them with the opportunity to specialise if they wish.

Formative feedback will be provided in class time where students will work alongside module tutors.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Presentation (First Sit)

Description: Presentation - 15 minutes

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4

Written Assignment (First Sit)

Description: Event Management Plan - 3000 words

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Presentation (Resit)

Description: Presentation - 15 minutes

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4

Written Assignment (Resit)

Description: Event Management Plan - 3000 words

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Events Management [Phenikaa] BA (Hons) 2025-26

Business and Events Management [Frenchay] BA (Hons) 2025-26