STUDENT AND ACADEMIC SERVICES

UWE Bristol | University of the West of England

<h1 style="text-align:center">MODULE SPECIFICATION</h1>

Part 1: Information			
Module Title	Corporate Events		
Module Code	UMKDR7-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	
Department	FBL Dept of Business & Management		
Module type:			
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Educational Aims: See Learning Outcomes **Outline Syllabus:** 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. Employers often use the services of specific corporate event planners to oversee the process of event organisation from conception to completion. This module will cover: Corporate event management techniques, skills, and approaches Seminar, meeting and conference planning Corporate event objectives Delegate requirements Venue sourcing **Teaching and Learning Methods:** See Assessment Strategy

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Part 3: Assessment			
Component A is a group presentation (20 mins) where groups will pitch their ideas for an appropriate event in relation to a corporate client brief provided for them. This will allow them to put the theory covered in this module into practice and give them an insight into the pitching practices prevalent in the events industry.			
Component B is an individual portfolio which demonstrates student's ability to apply creative ideas in the corporate event context.			
First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component B		60 %	Individual portfolio (1500 words)
Presentation - Component A		40 %	Group presentation (20 mins)
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component B		60 %	Individual portfolio (1500 words)
Presentation - Component A		40 %	Individual Presentation (15 mins) Reflection (500 words)

Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:

Module Learning Outcomes	Reference
Explain and apply event management theories, models and approaches to a corporate event context	MO1
Work in groups to conceptualise and pitch a corporate event in response to a client brief, and reflect on the experiences of individual contributions and team work	MO2
Apply a range of appropriate tools to the planning and implementation of corporate events	MO3

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150

Reading List	*The reading list for this module can be accessed via the following link:*
	https://uwe.rl.talis.com/index.html

Part 5: Contributes Towards
This module contributes towards the following programmes of study: