



Module Specification

Corporate Events

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Part 1: Information

Module title: Corporate Events

Module code: UMKDR7-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

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: Not applicable

Features: Not applicable

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

Part 3: Teaching and learning methods

Teaching and learning methods: See Assessment Strategy

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

MO1 Explain and apply event management theories, models and approaches to a corporate event context

MO2 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

MO3 Apply a range of appropriate tools to the planning and implementation of corporate events

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Task 1 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.

Task 2 is an individual portfolio which demonstrates student's ability to apply creative ideas in the corporate event context.

Assessment tasks:

Presentation (First Sit)

Description: Group presentation (20 mins)

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3

Portfolio (First Sit)

Description: Individual portfolio (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Presentation (Resit)

Description: Group presentation (groups of one permitted)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Portfolio (Resit)

Description: Individual portfolio (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Events Management {Top-Up} [INTUNI] BA (Hons) 2023-24

Business and Events Management {Top-Up} [NEU] BA (Hons) 2023-24

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20