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MODULE DESCRIPTOR

Module Title

Corporate Events Management

Reference	BS2284	Version	3
Created	April 2017	SCQF Level	SCQF 8
Approved	September 2010	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

Aims of Module

The aim of this module is to give students a focused insight into one of the major growth sectors within the events industry.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Define the corporate event sector, illustrating evolution, economic value and key characteristics.
- 2 Categorise the key sub-sectors of the business event sector, summarising characteristics and organisations.
- 3 Summarise the main stakeholders and agencies involved in the business event industry.

Indicative Module Content

Definitions; Business Events: Evolution, Volume, Value, Key Characteristics; Sub-Sectors: Conferences and Meetings, Corporate Hospitality, Incentive Travel, Exhibitions and Trade Fairs, Individual Travel; Supply and Demand Characteristics and Trends; Association and Corporate Events; International Bid Process; Business Event Stakeholders and their contribution: Public and Private Sector Agencies, eg. National Convention Bureaux; Conference Management Software.

Module Delivery

This is a lecture based module, which is supported by interactive tutorials and exposure within class to conference management software.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	46	46
Non-Contact Hours	104	104
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3

Description: Group report, examining a case study city as a corporate events host, focusing on a specific sub-sector of the industry.

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None in addition to SCQF level 8 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 DAVIDSON, R., and COPE, B., 2003. *Business travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel*. Essex: Pearson Education Limited.
- 2 MINTEL, 2011. *Business traveller*. London: Mintel.
- 3 O'TOOLE, W. and MIKOLAITIS, P., 2002. *Corporate event project management*. New York: Wiley.
- 4 ROGERS, T., 2007. *Conferences and conventions: a global industry*. 2nd ed. Oxford: Butterworth Heinemann. *ebook*
- 5 Journals:
Conference and Incentive Travel (Trade Journal)
Event Management, an International Journal
International Journal of Event Management Research