

MODULE DESCRIPTOR

Module Title

Corporate And Association Events Management

Reference	CB2007	Version	3
Created	August 2020	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	March 2021	ECTS Points	7.5

Aims of Module

The aim of this module is to give students a focused insight into the management of Corporate and Association Events from both a practical understanding intertwined with relevant theory and live engagement.

Learning Outcomes for Module

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

- 1 Understand the complex corporate & association event bidding process from both a domestic and international scale.
- 2 Describe the corporate and association events sector, illustrating evolution value, key characteristics and trends.
- 3 Evaluate the role of corporate and association events, summarising and explaining various sub sectors, characteristics and main stakeholders.
- 4 Describe the specific operational aspects of corporate event organisation and management.

Indicative Module Content

Definitions; Corporate and Association Events; Evolution, Volume, Value; Event Bidding, The Bidding Process; Destination Marketing; 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; Stakeholders and their contribution: Public and Private Sector Agencies; Industry Trends; Conference Organisation, Management.

Module Delivery

This is a lecture based module, which is supported by interactive tutorials, class based workshops and industry speakers

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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, 4
Description:	Group and Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 FERDINAND.N. & KITCHIN.P.J., 2012. *Events Management: An International Approach*. London, SAGE.
- 1 ROGERS, T., 2013. *Conferences and conventions: a global industry*. 3rd ed. Oxford: Butterworth Heinemann. ebook
- 2 ROGERS, T., 2013. *Conferences and conventions: a global industry*. 3rd ed. Oxford: Butterworth Heinemann. ebook
- 3 MCGILLIVRAY, D. and TURNER, D., 2018. *Event Bidding, Politics, Persuasion and Resistance*. Oxon: Routledge.
- 4 DAVIDSON, R., 2019. *Business Events*. London: Routledge.