GMIT
INSTITIÚID TEICNEOLAÍOCHTA NA GAILLIMHE-MAIGH EO
GALWAY-MAYO INSTITUTE OF TECHNOLOGY

Galway International Hotel School

MODULE DOCUMENTATION

Introduction to Event Studies

HOSP06009

Mandatory

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HOSP06009
Introduction to Event Studies

Full Title	Introduction to Event Studies		
Status	Uploaded to Banner	**Start Term**	2015
NFQ Level	06	**ECTS Credits**	10
Module Code	HOSP06009	**Duration**	Stage - (26 Weeks)
Grading Mode		**Department**	Service Industries
Module Author	Tomas Mangan		

Module Description

This module will introduce students to Event Management and the Event Industry.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Describe in depth the event industry and the event management field of study
2. Discuss the key components for staging an event covering the whole process from creation to evaluation
3. Discuss contemporary issues of the event management and the event industry
4. Describe the key areas in the managing of events including administration, planning, logistics, human resources, finance and marketing

Indicative Syllabus

An Introduction to the Events Management and industry

- Definitions and framework of Events
- The Fundamentals of Event Management
- History and evolution of Events industry
- The Irish and International Event environment/industry
- The Impacts of Events
- Categories of Events
- Perspectives and Policy on Events
- Events in Leisure and Tourism

Elements of Events

- Event stakeholders, public/private and others
- The Event chain of distribution
- Suppliers and services
- Voluntary bodies, committees and individuals
- Finance and sponsorship
- Marketing and communication

The Event Process

- The aim of an Event
- Key steps to the production of Events
- Best Practices in Event Management

Contemporary Issues in Event Management

- Case Studies

Teaching and Learning Strategy

Overall the teaching and learning strategy will focus on active learning and be student centred. Therefore a mixture of delivery methods will be employed that span lecture, research and case study approach that introduces the student to the subject matter.

Assessment Strategy

Overall the assessment strategy must be valid, fair, consistent and aligned to learning outcomes. Therefore this module will have a formative assessment comprising an in class test/review of learning at 2 stages during term and a summative assessment of learning outcome by continuous assessment and final exam.

Repeat Assessment Strategies

This module will be reassessed by repeat written examination.

Indicative Coursework and Continuous Assessment:		**30 %**		
Form	***Title***	***Percent***	***Week (Indicative)***	***Learning Outcomes***
Assignment	CA	30 %	Week 13	3

End of Semester / Year Formal Exam:		**70 %**		
Form	***Title***	***Percent***	***Week (Indicative)***	***Learning Outcomes***
Closed Book Exam	Written Examination	70 %	End of Term	1,2,3,4

Full Time Delivery Mode Average Weekly Workload:			**3.00 Hours**		
Type	***Description***	***Location***	***Hours***	***Frequency***	***Weekly Avg***
Lecture	Lecture	Not Specified	3	Weekly	3.00

Recommended Reading Book List

Bowdin, G., (2012). *Events Management*. Routledge.

Shone, A., (2013). *Successful Event Management: A Practical Handbook*. Cengage Learning Australia.
ISBN 1408066637 ISBN-13 9781408066638

van der Wagen, L., (2006). *Human Resource Management for Events (Events Management)*. Routledge.
ISBN 0750669985 ISBN-13 9780750669986

Getz, D., (2012). *Event Studies: Theory, Research and Policy for Planned Events (Events Management)*. Routledge.
ISBN 0415506026 ISBN-13 9780415506021

Literary Resources

Programme Membership

GA_OEVEG_B07 201900 Bachelor of Business in Event Management with Public Relations
GA_OEVAG_H08 202000 Bachelor of Business (Honours) in Event Management with Public Relations