

Module Descriptor Form

1	Awarding Body	Askham Bryan College
2	Lead Subject Area	Equine
3	Module title	Equine Event Management
4	Module Code	EQ5004
5	Module level	5
6	Module credits	20
7	Date Module to Commence	September 2022
8	Programmes on which module is Core	FdSc Equine Science and Management Ext FdSc Equine Science and Management
9	Aims of the Module	This module is designed to give students an insight into organising and managing an equestrian event. It will give students the opportunity to organise an industry related event or competition and will include topics such as selecting event type and concept, marketing and identifying both physical and human resources required. Students will engage with the planning, marketing and running of an event.
10	Rationale for Module	The Events Management industry has experienced rapid growth in recent years and has expanded significantly thereby offering a viable career pathway for graduates. Event management aligns strongly with project management approaches providing valuable transferable skills which are much sought after by employers.
11	Module description	The module will ensure students have the full cyclical experience of implementing an event end to end. They will take the lead in organising an equine based event in December such as the Christmas Show. Students will need to create concepts, a realistic resource and budget plan, along with a clear delivery approach to implement the project and fully review and evaluate its success.
12	Semester	Semester 2
13	Learning Outcomes	LO1 Evaluate event planning methodologies, techniques, tools and concepts.
		LO2 Create and produce a realistic project plan and budget using a theoretical framework.
		LO3 Apply principles of project management to the implementation and running of an event.
		LO4 Appraise and evaluate the success of an equine event.

14	Pre-requisite Modules	None
15	Co-requisite Modules	None
16	Banned Combinations	None
17	Is Module Compensatable	Yes
18	Indicative Content	LO1: Event Planning theory and methodologies Overview of the importance of Strategic Planning for viability of events, outline main parts of a Strategic Plan and its purpose. Understand and appreciate the bigger picture/impact of market forces using micro and macro analysis, competitive environment, Porter's 5 forces, SWOT and PEST and Positioning for evaluative purposes. Use case studies and theoretical examples to illustrate the above. LO2: Project Plan and Budgets Introduce and outline the project planning process using Project Life Cycle theoretical framework. Evaluate approaches to resourcing, organisational structure and finances. Use case studies to highlight successes and developmental areas. Budget planning concepts to consider fixed and variable costs, breakeven point, cash flow, cost management and profit margins. LO3: Event implementation Students to create, practically organise, implement and manage an equine event. Demonstrating the realisation of strategic plans to operational reality including; people management skills and the ability to work collaboratively as a team, identification of roles and responsibilities, programme of activities, milestone and review points identified, contingency planning, dealing with issues arising and problem-solving strategies. Clear consideration of closing of the event and working with key stakeholders. LO4: Event evaluation and review Review, reflect and evaluate the event from both an operational, strategic and theoretical perspective. Use reflective theory along with event evaluation methods to assess and measure and success. Evaluate outcomes against original aims and objectives, targets and positioning from Strategic Plan. Make recommendations for improvement for future event cycles. Within the module links are made to the Education for Sustainable Development goals

		https://www.gaa.ac.uk/docs/gaa/guidance/education-for-sustainable-development-guidance-executive-summary.pdf?sfvrsn=b121d281_8'
19	Inclusivity, access and student support	We are committed to ensuring that our programmes and modules are inclusive of all students including: international, part-time, mature, those from different socio-economic backgrounds (class) and those with protected characteristics according to the Equality Act 2010 (age, disability, gender reassignment, marriage/civil partnership, race, religion or belief, sex, sexual orientation). All lecture material will be available on the VLE for students in advance of the lecture. Lecture material will be designed for diverse learners under accessibility guidelines. Time will be allocated for students to practice and prepare for both assessments. An alternative assessment will be available for all students with a DSA, in line with recommendations in their individual needs assessment.
20	Link to the Digital Vision	The VLE and Teams platforms will be utilised for dissemination of lecture resources. Where possible, planet e-stream and AR suite will be utilised.
21	Total Contact Hours	48
	Lecture	20
	Seminar	0
	Tutorial	8
	Project Supervision	0
	Demonstration	0
	Practical classes/workshops	12
	Fieldwork	0
	External visits	0
	Work based learning / Placements	0
	Directed Learning	8
	Guided independent study	152
22	Learning and Teaching Strategy	A series of lectures and seminars will provide essential module information. This will be supported by group learning activities and individual project work. Further academic skills will be developed through the use of subject specific literature and guided tasks. These will enable students to apply and critically evaluate key concepts and theories, generate ideas and effectively communicate information and arguments in a variety of forms. The diversity of teaching approaches combined with individual study will ensure all module aims are achieved

		and a rigorous approach to the effective deployment of a range of subject specific, cognitive and transferable skills. Students will be encouraged to develop problem-solving strategies to well defined problems in the field of study.				
23	Virtual Learning Strategy	All module resources will be available on the VLE, as will links to further reading, videos etc. Students will be encouraged to actively participate in online discussion forums. Formative assessment will take place regularly using online tasks on the VLE. Worksheets, relevant literature, Powerpoints and other media will be made available on the VLE page for students to access outside of lectures.				
24	Opportunities for Formative Assessment	Consistent question and answer sessions will take place in every session for the students to practice and further knowledge. Assignment workshops will be given before the assessment deadlines and opportunities for 1:1 tutorial and draft review of work.				
25	Method of Summative Assessment	Ass No.	Method	Weighting	Mod. LO's	Prog LO's
		1	Strategic Plan	50%	1 and 2	KU2, KU3, CIT2, CIT5, PP1, PP2, E1, E3, E4, E5
		2	Event Evaluation presentation	50%	3 and 4	KU2, KU3, CIT2, CIT5, PP1, PP2, E1, E3, E4, E5
26	Examination Period	N/A				
27	Method/s of reassessment	Coursework				
28	Maximum Class Size	24				
29.1	Essential Reading (Books and key texts)	Getz, D. and Page, SJ. 2020. <i>Event Studies: Theory, Research and Policy for Planned Events. Events Management Series</i>. 4th ed. Abingdon: Routledge Shone, A. and Parry, B. 2019. <i>Successful Event Management: A Practical Handbook</i>. Andover: Cengage Learning				
29.2	Recommended Reading (Books and key texts)	Bladen, C., Kennel, J., Abson, E. and Wilde, N. 2018. <i>Events Management: An Introduction</i> . 2nd ed. London: Routledge				

		Capell, L. 2013. <i>Event Management for Dummies</i>. For Dummies. Chichester Hooley, G., Piercy, N., Nicoulaud, B., Rudd, J. and Lee, N. 2019. <i>Marketing Strategy and Competitive Positioning (E-Book)</i>. 7th ed. Harlow: Pearson Education Limited Jackson, N. A. 2013. <i>Promoting and Marketing Events: Theory and Practice</i>. London: Routledge Lynch, R. 2018. <i>Strategic Management</i>. 8th ed. Harlow: Pearson Masterman, G. 2014. <i>Strategic Sports Event Management</i>. Abingdon: Routledge Parent, M. and Chappelet, JL. 2015. <i>Routledge Handbook of Sports Event Management, Routledge International Handbooks</i>. London: Taylor & Francis Raj, R., Walters, P., Tahir, R. 2017. <i>Events Management: Principles and Practice</i>. 3rd ed. London: Sage Publications Supovitz, F. and Goldwater, R. 2014. <i>Sports Event Management and Marketing Playbook, The Wiley Event Management Series</i>. Hoboken: Wiley Van Der Wagen, L. and White. L. 2015. <i>Human Resource Management for the Event Industry. Events Management Series</i>. 2nd ed. Abingdon: Routledge Whittington, R., Regner, P., Angwin, D., Johnson, G. and Scholes, K. 2020. <i>Exploring Strategy: Text and Cases</i>. 12th ed. Harlow: Pearson Education Limited
29.3	Essential Reading (Journals)	Business, Industry and Management journals – titles on Campaign management, Digital Marketing, Integrated Marketing Communications
29.4	Recommended Reading (Journals)	International Journal of Event and Festival Management Event Management Harvard Business Review
29.5	Websites/ Online/ Government Resources etc	BHS BETA Equine Careers
30	Date Written/ Revised	February 2022
31	Module Leader Name	Emma Jones
32	Writing Team Names	Emma Jones