

Alfred Nobel Open Business School Switzerland

Title	Managing Events for Hospitality and Tourism
Unit purpose and aim(s)	MEHT Students will develop an understanding of the event industry and the unique aspects of managing events. Students will develop the ability to apply operational and service quality management techniques to event management and make improvements to the event management process that will enhance the customer experience.
URN	A/503/6112
Unit Code	MEHT
Level	6
Credit value	25
GLH	105
Learning outcomes	Assessment criteria
When awarded credit for this unit, a student will demonstrate:	Assessment of this learning outcome will require a student to show that they can:
1. Critically evaluate the industry issues involved in managing events for Hospitality and Tourism	1.1 Appraise the size, nature and structure of the event 1.2 Analyse the complexities of event management
2. Develop plans for managing events for the Hospitality and Tourism industry	2.1 Critically evaluate event management processes 2.2 Critically analyse the integration of operations management theory within the context of event management 2.3 Critically analyse the integration of service quality theory and application within events management