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|  | **Curriculum Map:** *Business Studies***Subject –** BTEC Business Level 3 NQF – **Unit 4 - Managing an Event (31465H)** | **YEAR**13 | **EXAM BOARD****Edexcel Pearson** |

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|  | **TERM 1** | **TERM 2** | **TERM 3** |
| **What Subject knowledge we will be learning** | Learning Aim A Explore the role of an event organiserLearning aim B Investigate the feasibility of a proposed event | Learning aim C: Develop a detailed plan for a business or social enterprise eventLearning aim D Stage and manage a business or social enterprise event | Learning Aim E: Reflect on the running of the event and evaluate own skills development. |
| **What skills will we be developing** | * Understand the role and requirements of an events manager
* Understand and reflect on own skills and compare to that of an event’s organiser
* Understand the need for leadership, communication and organisational skills to host a successful event and manage a team
* Understand and research successful events and identify common success factors.

**Internally assessed unit****Skills:** Written report investigating owns skills and suitability of being an event's organiser. Unit combines creativity and organisational skills to allocate roles within a team. Students will investigate a serious of successful events and demonstrate communication and planning skills. ***Gatsby Reference:*** Throughout this topic, a lot of examples are provided of real-life Businesses with contrasting legal ownerships such as PLC’S, Charities, Ltd’s, Franchises and examples of how their features and organisational functions impact their success. Students will independently research and provide evidence from a range of sources and financial data.  | * Understand and analyse whether or not an event is feasible, and to improve problem-solving skills.
* Understand the need to work as part of a team to plan, coordinate and manage a business or social-enterprise event.
* Understand the various planning tools available and identify ones most suitable for staging an event.
* Understand the need for a definitive plan, clearly showing the timings of the activities that need to take place, prior to and during the event. The plan should also show who is responsible for each activity.

**Internally assessed assignment.**Skills: Students will host a carefully planned and fully justified event demonstrating their ability to use planning tools. They will develop their communication and team working skills as they deal with financial and security issues, liaise with suppliers and venue personnel, and utilise their own problem-solving skills. | * Understand the use of enterprise and innovation in an existing business.
* Understand the benefit and risks of innovation and enterprise to a changing market and environment.

**Internally assessed assignment:** **Skills:** Written report evaluating the success of staging of an event. Students will draw on their learning from across the BTEC Level 3 programme to complete assessment tasks.This unit will develop team working skills, communication, time-management, negotiation and problem-solvingskills. ***Gatsby Reference:*** It will help students develop the essential transferable skills that employers look for. The unit will provide a useful opportunity to students and help them to consider whether to pursue a career in events management or to continue on to further study in this area. |
| **How will my teacher know I have learnt these things?** (When, what content and skills specifically) | Internally assessed by teacher – A written report.For **distinction standard**, learners will justify how personal skills match those required by an event organiser.For **merit standard**, learners will compare their own personal skills to those required by an event organiser. They will highlight areas where they need to develop their skills and make suggestions as to how this might happen.For **pass standard**, learners will produce a report/interview transcript, identifying the role and skills required to be an effective event organiser. A personal skills audit will be included.Demonstrating an understanding of the content, with application and evaluation to real businesses justified using independent research. **ALL**: Complete all Pass tasks:* P1 - Explain the role and skills required to be an effective event organiser.
* P2 - Investigate own skills in the form of a skills audit.
* P3 - Investigate the staging of several events to determine common success factors.
* P4 - Explain the chosen event idea, including reasons for choice.

**MOST**: Complete All Merit tasks:* M1 - Analyse own skills against those required by an event organiser, highlighting areas for development.
* M2 - Assess the feasibility of the event proposal.

**SOME:** Complete all distinction tasks**:*** D1 - Fully justify how own skills match those of an event organiser.
 | Internally assessed by teacher - A written report focusing on the staging of an event.For **distinction** **standard**, learners will show clear justification, based on their research, of their choice of event and why it will be successful.For **merit** **standard**, learners will assess the feasibility of the proposed event. There will be an analysis to show that they clearly understand the importance of producing a contingency plan when organising an event and a rationale presented for the proposed contingency plans.For **pass standard**, learners will show evidence of research into a number of different successful events and an identification of the common success factors. This will enable them to produce an effective event plan, taking into account all key planning factors and using planning tools. A budget for the event will also be provided**ALL**: Complete all Pass tasks:* P5 - Explain factors that need to be considered when producing a detailed plan for the proposed event.
* P6 - Produce a detailed plan for your chosen event using planning tools, detailed budget and consideration of risk assessment and contingency planning.
* P7 - Stage an event, demonstrating some relevant management skills.

**MOST**: Complete All Merit tasks:* M3 - Analyse the key factors that need to be considered when producing a plan for an event.
* M4 - Demonstrate effective and safe management skills when organising and staging an event.

**SOME**: Complete Distinction tasks:* D2 - Evaluate and justify the feasibility of the plan, tools, budget and risk, making any required contingency

adjustments. | Internally assessed by teacher - A written report accompanied by an individual analysis and evaluation of how successfully the event was managed. For **distinction standard**, learners will produce a detailed justification on how well the event was managed and to what extent the initial plan contributed to the success (or not) of the event. Learners will justify how their own contribution was instrumental in the success of the event and the skills developed throughout the process. Learners need to show a significant and sustained participation through the planning, staging and evaluation of the event to fully achieve a distinction.A witness statement will be needed to support this.For **merit standard**, learners will analyse the planning and staging of the event, with a particular focus on how potential risks and contingencies were managed. They will also include detailed recommendations for improvement. For **pass standard**, learners will give evidence in the form of a diary covering all stages of the event, together with witness statements, photographic evidence and observation records. Learners will also submit a written review of the success of the event based on feedback from stakeholders.**ALL**: Complete All Pass tasks:* P8 - Review the success of the event in meeting aims and objectives, achieving targets and receiving good feedback from stakeholders.

**Most** complete all merit tasks:* M5 - Analyse the planning and running of the event, how risks and contingencies were managed, making recommendations for future improvements.

**Some** complete the distinction task:* D3 - Justify how own contribution has contributed to a successful outcome of the event by the demonstration of outstanding management skills throughout the arranging and staging of an event.
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