



Module Specification

Events Professional Practice

Version: 2023-24, v3.0, 21 Jul 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	5

Part 1: Information

Module title: Events Professional Practice

Module code: UMKCYN-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module focuses on experiential learning and your employability. It provides you with the opportunity to conduct an audit of your skills to develop a personal development plan. This will be used to inform the development of objectives to be achieved through a placement within the events industry. You will then reflect on your experience with a view to your continuing professional development.

Features: To maximise the value of this module and enhance your employability, you are required to undertake a placement or placements in the events industry equivalent to a minimum of 40hrs.

Educational aims: To provide learners with an opportunity to reflect on and identify their skills and areas for development

To provide learners with an opportunity to engage with theory on experiential learning in the context of the reflective events practitioner

To provide learners with an opportunity to reflect on and develop their professional practice through experiential learning within the events industry with a view to continuous professional development

Outline syllabus: Indicative content:

The events professional and the events industry

The reflective events practitioner and reflective/experiential learning

The UWE Career Management Framework: personal and skills audit

Understanding the labour market and opportunity identification

Personal Branding

Developing career goals and continuing professional development

Curriculum vitae development

Networking and prospecting

Emotional Intelligence and resilience

Job applications and interviews

Critical Reflection/Reflective Writing/Assessment Support

Part 3: Teaching and learning methods

Teaching and learning methods: To maximise the learning gain and developmental potential of this module, you are required to undertake a work placement or placements of a minimum of 40hrs within the events industry prior to the submission of the assessment for this module. When providing your end of

placement feedback, your placement manager(s) will be required to confirm the number of hours you have undertaken.

The module focuses on experiential learning in the context of events and provides you with the opportunity to learn about relevant theory that you will apply to practice to critically reflect on your experience within the events industry as well as practical sessions that focus on your professional development.

You will develop a critical understanding of the notion of an events professional and reflective events practitioner.

You will use the UWE Career Management Framework to conduct a personal and skills audit and develop a personal development plan in advance of gaining work experience within the events industry where you will work towards the development objectives that you identify. You will also work on your career goals with consideration of your continuing professional development.

You will learn how to enhance your employability through analysing the labour market, developing your personal brand, enhancing your curriculum vitae, writing job applications, building resilience, preparing for interviews and how to network and prospect to develop your social capital.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Evaluate skills and identify areas for development with a view to continuous professional development

MO2 Apply learning within the events industry and work effectively as part of a team while demonstrating command of core events management skills

MO3 Critically reflect on work experience within the events industry and identify an action plan for further development

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 88 hours

Placement = 40 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkcyn-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkcyn-15-m.html>

Part 4: Assessment

Assessment strategy: Portfolio (100%) (3,000 words)

Individual portfolio comprising items such as a skills audit, personal development plan, essay on experiential learning and feedback from your placement manager(s) confirming the number of hours that were undertaken.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Portfolio (Resit)

Description: Portfolio (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Events Management [Frenchay] MSc 2023-24

Events Management [Sep][PT][Frenchay][3yrs] MSc 2022-23