



**ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Staging and Evaluation of Events				
Module Code	UMKCYT-15-M	Level	M	Version	1.1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Marketing		
Department	BBS, Business and Management	Module Type	Standard		
Contributes towards	MSc Events Management; MSc Events Management (Sport); MSc Events Management (Conferences and Exhibitions); MSc Events Management (Arts and Culture)				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	N/A		
First CAP Approval Date	QMAC 2011	Valid from	September 2011		
Revision CAP Approval Date	18 November 2015	Revised with effect from	September 2015		

<b>Review Date</b>	September 2017
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>demonstrate understanding of the nature and meaning of events and to critically evaluate the 'event experience' in relation to meeting the needs of different stakeholders [Components A and B];</li> <li>explain and critique theories and concepts drawn from service operations and events management and discuss their application in the context of managing resources to stage successful events; [Components A and B]</li> <li>demonstrate knowledge and understanding of the legal and ethical responsibilities of staging events sustainably in different countries and communities [Component B];</li> <li>understand and apply a range of relevant theories in the evaluation, monitoring and measurement of the economic, social and/or environmental impacts of different types of events [Components A and B]</li> <li>analyse and interpret data and information, evaluate their relevance and</li> </ul>

	<p>validity, and generate a synthesis to address problems in the context of staging events and festivals [Component A].</p> <p>In addition, the educational experience may explore, develop, and practise <u>but not formally discretely assess</u> the following:</p> <ul style="list-style-type: none"> <li>• Time management skills;</li> <li>• Effectiveness at working independently;</li> <li>• Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.</li> </ul> <p>This module aims to equip students with knowledge and understanding of the challenges and responsibilities of managing a range of resources to stage events and festivals. In the module, students learn about designing the event experience to meet the diverse needs of participants and spectators. Acknowledging the specific cultural and business characteristics of events and festivals, the focus is on developing a critical understanding of their operation using an inter-disciplinary approach. The importance of evaluating and monitoring events with regard to the customer experience is also considered. Case studies drawn from different sectors of the events industry will be utilised to apply relevant concepts and theories.</p>
Syllabus Outline	<ul style="list-style-type: none"> <li>• Analysing the role of events and festivals in diverse communities</li> <li>• Applying design and production techniques in the creation of the 'event experience' with reference to a range of specific audiences and contexts</li> <li>• Challenges of managing diversity in staging events and festivals</li> <li>• Analysing the diverse needs of event participants</li> <li>• Service operations management</li> <li>• Managing events: people management, fiscal management, event logistics</li> <li>• Legal and ethical responsibilities in staging events</li> <li>• Evaluating service quality and customer satisfaction</li> <li>• Evaluating the economic, social and environmental impacts of events</li> <li>• Event monitoring, performance indicators and event benchmarks</li> <li>• Staging successful events – analysis of case studies</li> </ul>
Contact Hours	<p>Learning in the module is achieved through a combination of class- and group-based activity and independent study. The taught sessions are designed to actively support the development of independent learning strategies by the students and will place an emphasis on learning as a 'life-long' journey. The sessions combine formal tutor input such as lectures/lectorials with a wide range of participatory activities, including case studies, exercises in problem solving, student-led discussions of existing research, and article reviews. There will be a strong emphasis on linking learning from taught sessions and directed reading to the workplace/real world, including implications for leadership and management. The evaluative element of the module is delivered via field visits to live events and through the design of an evaluation for an event designed by the students.</p>
Teaching and Learning Methods	<p>Learning in the module is achieved through a combination of lectures, discussions, field visits, practical tasks and independent study. The weekly classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine formal lecturing with a range of participative activities, through the use of problem-based learning, drawing on case studies and problem solving scenarios and through group discussion of relevant theories and concepts. The sessions require preparation in advance by the students and relevant reading and independent learning tasks will be detailed in the module handbook and online.</p>

**Scheduled learning** includes lectures, seminars, tutorials, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in classroom.

**Independent learning** includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.

Key Information Sets Information

<b>Key Information Set - Module data</b>				
<i>Number of credits for this module</i>				
				15
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114	0	150



The table below indicates as a percentage the total assessment of the module which constitutes a -

**Written Exam:** Unseen written exam, open book written exam, In-class test

**Coursework:** Written assignment or essay, report, dissertation, portfolio, project

**Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	60%
Coursework assessment percentage	40%
Practical exam assessment percentage	0%
	100%

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely and students will be encouraged to use Blackboard resources referred to in the module handbook. Students are not expected to purchase a core text for this module.

The following list is provided for validation panels/accrediting bodies as an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above

Indicative

*The following list is offered to provide validation panels/accrediting bodies with an*

Reading List	<p><i>indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</i></p> <p>Andrews, H. and Leopold, T. (2013) <i>Events and the Social Sciences</i>, Abingdon: Routledge.</p> <p>Baum, T. (2009) <i>People and Work in Events and Conventions: a Research Perspective</i>. Wallingford: CABI</p> <p>Berridge, G. (2015) <i>Events Design and Experience</i>, Oxford: Butterworth Heinemann</p> <p>Bladen, C., Kennell, J., Abson, E. and Wilde, N. (2012) <i>Events Management: An Introduction</i>, Abingdon: Routledge.</p> <p>Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2013). <i>Events Management</i>, Oxford: Butterworth-Heinemann.</p> <p>Carter, P. (2009) <i>The Complete Special Events Handbook</i>, London: Directory of Social Change</p> <p>Mallen, C. and Adams, L. J. (2008) (eds.) <i>Sport, Recreation and Tourism Event Management: Theoretical and Practical Dimensions</i>, Oxford: Butterworth-Heinemann</p> <p>Masterman, G. and Wood, E. H. (2006) <i>Innovative Marketing Communications: Strategies for the Events Industry</i>, Oxford: Butterworth-Heinemann</p> <p>Tassiopoulos, D. (2010) (ed.) <i>Events Management: a Developmental and Managerial Approach</i>, 3rd ed., Claremont: Juta</p> <p>Van der Wagen, L. (2007) <i>Human Resource Management for Events: Managing the Event Workforce</i>, Oxford: Butterworth-Heinemann</p>
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Part 3: Assessment	
Assessment Strategy	<p>The summative assessment for this module takes the form of two components.</p> <p>Component B will require the students to critically analyse the events experience with reference to concepts and theories covered in the module.</p> <p>Students will be allowed to choose their event or festival subject to approval by the Module Leader and will submit their work as a report.</p> <p>Component A will take the form of a case study examination which will enable the student to demonstrate their ability to apply theories learnt in the module.</p>

Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A: 60%	B: 40%

<b>First Sit</b>	
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Exam (2 hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Report 1500 words	100%

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Exam (2 hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Report 1500 words	100%
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	