



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Staging and Evaluation of Events		
Module Code	UMKCYT-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> 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> <p>In addition, the educational experience may explore, develop, and practise but not formally discretely assess the following:</p> <p>Time management skills</p> <p>Effectiveness at working independently</p> <p>Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.</p> <p><b>Outline Syllabus:</b> The syllabus includes:</p> <p>Analysing the role of events and festivals in diverse communities</p>

## STUDENT AND ACADEMIC SERVICES

Applying design and production techniques in the creation of the 'event experience' with reference to a range of specific audiences and contexts

Challenges of managing diversity in staging events and festivals

Analysing the diverse needs of event participants

Service operations management

Managing events: people management, fiscal management, event logistics

Legal and ethical responsibilities in staging events

Evaluating service quality and customer satisfaction

Evaluating the economic, social and environmental impacts of events

Event monitoring, performance indicators and event benchmarks

Staging successful events – analysis of case studies

**Teaching and Learning Methods:** Learning in the module is achieved through a combination of lectures, discussions, field visits, practical tasks 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/lecturials with a wide range of participatory activities, including case studies, exercises in problem solving, student-led discussions of existing research, relevant theories and concepts, 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 sessions require preparation in advance by the students and relevant reading and independent learning tasks will be detailed in the module handbook and online. 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.

### Part 3: Assessment

Students work in groups to plan, stage, and evaluate a live event.

Component B is the formative assessment. Students will produce an individual plan for evaluating their live event. This plan contributes 40 % of the module marks and is used to assess LO1, LO3, and LO4.

Component A requires the students to critically reflect on the staging and evaluation of their live events (2250 words). This component is worth 60% of the module mark and is used to assess LO1, LO2, LO3, LO4, and LO5.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	60 %	A 2250 word written assessment that requires the students to critically reflect on the staging and evaluation of their live events.
Report - Component B		40 %	A 1500 word report outlining the plan for the evaluation of a live event
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Written Assignment - Component A	✓	60 %	A 2250 word written assessment requiring students to critically reflect on the staging and evaluation of their live event/critically discuss strategic event design.

## STUDENT AND ACADEMIC SERVICES

Report - Component B		40 %	A 1500 word report outlining the plan of an event evaluation.
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<b>Part 4: Teaching and Learning Methods</b>																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;"><b>Module Learning Outcomes</b></th> <th style="text-align: left;"><b>Reference</b></th> </tr> </thead> <tbody> <tr> <td>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</td> <td>MO1</td> </tr> <tr> <td>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</td> <td>MO2</td> </tr> <tr> <td>Demonstrate knowledge and understanding of the legal and ethical responsibilities of staging events sustainably in different countries and communities</td> <td>MO3</td> </tr> <tr> <td>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</td> <td>MO4</td> </tr> <tr> <td>Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to address problems in the context of staging events and festivals</td> <td>MO5</td> </tr> </tbody> </table>	<b>Module Learning Outcomes</b>	<b>Reference</b>	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	MO1	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	MO2	Demonstrate knowledge and understanding of the legal and ethical responsibilities of staging events sustainably in different countries and communities	MO3	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	MO4	Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to address problems in the context of staging events and festivals	MO5				
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/umkcyt-15-m.html">https://uwe.rl.talis.com/modules/umkcyt-15-m.html</a></p>																

<b>Part 5: Contributes Towards</b>
<p>This module contributes towards the following programmes of study:</p> <p>Events Management [Sep][FT][Frenchay][1yr] MSc 2020-21</p> <p>Events Management [Sep][PT][Frenchay][3yrs] MSc 2020-21</p>