



Module Specification

Staging and Evaluation of Events

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Part 1: Information

Module title: Staging and Evaluation of Events

Module code: UMKCYT-15-M

Level: Level 7

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Marketing

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: 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.

In addition, the educational experience may explore, develop, and practise but not formally discretely assess the following:

Time management skills

Effectiveness at working independently

Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.

Outline syllabus: The syllabus includes:

Analysing the role of events and festivals in diverse communities

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

Part 3: Teaching and learning methods

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/lectorials 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.

Module Learning outcomes:

MO1 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

MO2 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

MO3 Demonstrate knowledge and understanding of the legal and ethical responsibilities of staging events sustainably in different countries and communities

MO4 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

MO5 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

MO6 Critically evaluate the performance of self and others within a team

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 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/umkcyt-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkcyt-15-m.html>

Part 4: Assessment

Assessment strategy: 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. Performance evaluation must be included within the plan. This plan contributes 40 % of the module marks and is used to assess LO1, LO3, and LO4.

Component A Element 1 requires the students to critically reflect on the staging and

evaluation of their live events (2250 words). This component is worth 30% of the module mark and is used to assess LO1, LO2, LO3, LO4, and LO5.

Component A Element 2 requires students to submit a group self- and peer assessment. Given the importance of team work to events management, this assessment element is worth 30% of the module mark.

Assessment components:

Written Assignment - Component A (First Sit)

Description: A 2250 word written assessment that requires the students to critically reflect on the staging and evaluation of their live events.

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Group work - Component A (First Sit)

Description: Self- and peer Assessment

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO6

Report - Component B (First Sit)

Description: A 1500 word report outlining the plan for the evaluation of a live event

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Written Assignment - Component A (Resit)

Description: A 2250 word written assessment requiring students to critically reflect on the staging and evaluation of their live event/critically discuss strategic event design.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Report - Component B (Resit)

Description: A 1500 word report outlining the plan of an event evaluation.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study: