



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Staging and Evaluating Events				
Module Code	UMKDC7-15-3	Level	3	Version	1
Owning Faculty	FBL	Field	Marketing		
Contributes towards	BA (Hons) Business and Events Management				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	Planning and Managing Events UMKDC6-15-2		Co-requisites		
Excluded Combinations			Module Entry requirements		
Valid From	September 2013		Valid to		

CAP Approval Date	6 February 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate understanding of the nature and meaning of events and the 'event experience', and the challenges of meeting the diverse needs and expectations of different stakeholders. (Components A & B) 2. Explain theories and concepts drawn from service operations and events management, and discuss their application in a practical context. (Components A & B) 3. Demonstrate knowledge of the legal and ethical responsibilities of staging events safely and sustainably. (Component B) 4. Apply a range of relevant tools and techniques in the evaluation, monitoring and measurement of events and their economic, social and/or environmental impacts. (Components A & B) 5. Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to address problems in the context of staging events. (Component A)
Syllabus Outline	<ul style="list-style-type: none"> • Stakeholders in events and stakeholder relationships (participants and spectators, the host organisation and community, co-workers, the media, sponsors). • Event design and production (theming, programming, venue selection, technical aspects, hospitality and catering, contingencies, etc). • Managing events: people management, fiscal management, event logistics. • Marketing communications for events, and managing the media.

	<ul style="list-style-type: none"> • Legal issues of events management; ethical and other standards for events • Researching and evaluating service quality in events, and event experiences and impacts. • Staging successful events: analysis of case studies (covering different audiences and contexts). 																				
Contact Hours	Module delivery will be based on 3 contact hours per week, over 12 weeks. In any given fortnight, 3 hours will be allocated to lectures and 3 hours to workshops (alternating between 2+1 and 1+2 so as to be timetabled alongside other business and management modules).																				
Teaching and Learning Methods	<p>Learning is achieved through a combination of class-based activity, independent study and assessment. The classroom sessions are designed to actively support the development of independent learning strategies by students. The sessions combine formal tutor input such as lectures with participative activities, including: case studies; experiential and enquiry-based learning methods; student-led discussions; and guest speakers. Emphasis will be placed on linking learning from directed reading to students' own enquiries, and on the application of knowledge to real-world cases and examples.</p> <p>Students will be directed towards online resources for the development of study skills, in the module handbook and/or via Blackboard. The latter will be used to support students' learning and facilitate staff-student interactions, thus promoting a culture of shared learning.</p>																				
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement of HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast programmes they are interested in applying for.</p> <table border="1" data-bbox="459 1111 1370 1503"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a:</p> <ul style="list-style-type: none"> • 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 <p>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:</p>	Key Information Set - Module data					<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
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	<table border="1" data-bbox="571 159 1267 387"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>50%</td> <td></td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>50%</td> <td></td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>100%</td> <td></td> <td></td> </tr> </table>	Total assessment of the module:					Written exam assessment percentage		50%			Coursework assessment percentage		50%			Practical exam assessment percentage		0%					100%		
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Reading Strategy	<p>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 web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>For this module there is no essential reading, given that it is difficult to identify one text that covers all aspects of events management and which discusses a wide range of event types. Lists of relevant reading will be provided in the module handbook and indicated on the module Blackboard course. Students are actively encouraged to read journal articles for this module, as these will provide up-to-date theories and examples.</p> <p>Academic and practitioner journals Event Management International Journal of Event and Festival Management http://www.eventindustrynews.co.uk http://www.themaineventmagazine.co.uk http://www.event-solutions.com http://www.eventmagazine.co.uk http://www.prestigeeventsguide.com http://www.ifea.com http://pcma.org/Convene.htm http://www.meetpie.com/Modules/PublicationModule/AMI/MainPage.aspx http://www.standoutmagazine.co.uk</p>																									
Indicative Reading List	<p>Allen, J. (2010) <i>Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management</i>, New York: Wiley.</p> <p>Baum, T. (2009) <i>People and Work in Events and Conventions: A Research Perspective</i>, Wallingford: CABI.</p> <p>Berridge, G. (2007) <i>Event Design and Experience</i>, Oxford: Butterworth Heinemann.</p> <p>Bowdin, G., McDonnell, I., Allen, J. and O'Toole, W. (2010) <i>Events Management</i> (3rd edn), Oxford: Butterworth-Heinemann.</p> <p>Carter, P. (2009) <i>The Complete Special Events Handbook</i>, London: Directory of Social Change.</p> <p>Masterman, G. and Wood, E. H. (2006) <i>Innovative Marketing Communications: Strategies for the Events Industry</i>, Oxford: Butterworth-Heinemann.</p> <p>Monroe, J. and Kates, R. (2005) <i>Art of the Event: Complete Guide to Designing and Decorating Special Events</i>, New York: Wiley.</p> <p>Raj, R., Walters, P. and Rashid, T. (2009) <i>Events Management: An Integrated and Practical Approach</i>, London: Sage.</p> <p>Silvers, J. (2007) <i>Risk Management for Meetings and Events</i>, Oxford: Butterworth-Heinemann.</p> <p>Tum, J., Norton, P. and Nevan Wright, J. (2005) <i>Management of Event Operations</i>, Oxford: Butterworth-Heinemann.</p> <p>Van der Wagen, L. (2007) <i>Human Resource Management for Events: Managing the Event Workforce</i>, Oxford: Butterworth-Heinemann.</p>																									

Part 3: Assessment

Assessment Strategy	<p>The assessment for this module comprises an end-of-module examination, based on a case study (Component A), and a report requiring students to produce an event evaluation plan or, alternatively, to evaluate a live event using a relevant set of performance criteria (Component B).</p> <p>Formative feedback is built into the module design, providing opportunities for peer and tutor feedback.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Case-study based exam (2 hours)	100%
Component B Description of each element	Element weighting (as % of component)
1. Report (1,500 words)	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Case-study based exam (2 hours)	100%
Component B Description of each element	Element weighting (as % of component)
1. Report (1,500 words)	100%
<p>If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.</p>	