



MODULE SPECIFICATION

Part 1: Information			
Module Title	Staging and Evaluating Events		
Module Code	UMKDC7-15-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Business and Events Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<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> <p>You will cover:</p> <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. • 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).

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Part 3: Assessment		
<p>Component A for this module is a portfolio consisting of a group presentation (15 mins) with video and photographic footage of the event, and an overview of planning strategies.</p> <p>Component B (1000 words) is an individual evaluation report, where students are required to use theory and apply appropriate methods to evaluate the staging and implementation of their event, as well as a self-reflection on group work.</p> <p>Formative feedback is built into the module design, providing opportunities for peer and tutor feedback.</p>		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	75%	25%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Portfolio	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Evaluation report (1000 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. Portfolio	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Evaluation report (1000 words)	100%	
Part 4: Learning Outcomes & KIS Data		
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) 	

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Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black; text-align: center;">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 style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	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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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																									
Total Assessment	<table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">25%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">75%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	25%	Practical exam assessment percentage	75%		100%															
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Reading List	<p>Reading list link - https://uwe.rl.talis.com/lists/782E17DD-9B80-32B4-C8FD-E752B0E60844.html</p>																									

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First Approval Date (and panel type)	CAP 6 February 2013			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	15 January 2019	Version	2	link to RIA