



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Events in Context				
Module Code	UMKDDD-15-1	Level	1	Version	1.2
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			Co- requisites		
Excluded Combinations			Module Entry requirements		
First CAP Approval Date	QMAC –December 2011		Valid from	September 2012	
Revision CAP Approval Date	3 February 2015		Valid from	September 2015	

Review Date	September 2018
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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. Contrast different approaches to defining events. (Components A & B) 2. Understand the origins and development of events. (Component A) 3. Apply systems thinking to events. (Component B) 4. Apply discipline-based knowledge that is relevant to understanding the production, consumption and regulation of events. (Components A & B) 5. Apply economic and legal concepts of relevance to events. (Component A) 6. Understand issues of sustainability, ethics and ethical decision-making in an events context. (Components A & B)
Syllabus Outline	<ul style="list-style-type: none"> • Defining and classifying events. • Event audiences – typologies, motivations and experiences. • History of events (pre-modern, early modern and contemporary eras, and beyond). • Economics of events (determinants of demand, price and income elasticity, multipliers and leakages, cost-benefit analysis, etc). • Events and the law. • Sociology and psychology of events (social benefits for individuals and communities, barriers to participation, needs and wants, crowd behaviour, etc). • Environmental studies and events (consequences for the built and natural environments, broader issues such as climate change, etc). • Sustainable and responsible development in/through events.

	<ul style="list-style-type: none"> PESTEL forces (demographic change, new technologies, etc). 																														
Contact Hours	Module delivery will be based on 3 contact hours per week, comprising a theory lecture, a 'flipped' lecture 'in context' (focussing on the application of theory to an integrative case study), and an assessment-facing workshop, over 12 weeks.																														
Teaching and Learning Methods	<p>The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and to signpost further reading and knowledge development in the field(s). Workshops offer the opportunity to apply knowledge accrued in both lectures and private study, primarily through the use of case studies accompanied by in-class exercises and discussion questions. One workshop per fortnight will be given over to assignment preparation.</p> <p>The study time associated with the module is based on a 10:1 ratio of notional student study hours to credit value, and will be spent on a variety of different tasks and activities:</p> <p>Scheduled learning includes lectures (24 hours) and workshops (12 hours).</p> <p>Independent learning includes hours engaged with essential reading, directed learning, assignment preparation and completion, etc (114 hours).</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 1021 1369 1413"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</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> <table border="1" data-bbox="571 1821 1264 2056"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	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>Essential reading Getz, D. (2012) <i>Event Studies: Theory, Research and Policy for Planned Events</i> (2nd edn), Oxford: Butterworth-Heinemann.</p>
Indicative Reading List	<p>Andrews, H. and Leopold, T. (2013) <i>Events and the Social Sciences</i>, Abingdon: Routledge.</p> <p>Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2011) <i>Events Management</i>, 3rd edn, Oxford: Butterworth-Heinemann.</p> <p>Mackellar, J. (2013) <i>Event Audiences and Expectations</i>, Abingdon: Routledge.</p> <p>Quinn, B. (2013) <i>Key Concepts in Event Management</i>. London: Sage.</p>

Part 3: Assessment

Assessment Strategy	<p>The assessment for this module takes the form of a written assignment and an end-of-module examination. The written assignment (Component B) requires students to discuss a planned event of their choice and its relationship to the wider environment, using an appropriate classificatory or conceptual framework. The exam (Component A) tests knowledge of event studies and foundation disciplines/related fields.</p> <p>The exam will be structured in such a way as to ensure that all of the learning outcomes are summatively assessed.</p> <p>Opportunities for formative feedback will be designed into the teaching and learning programme.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A: 50%	B: 50%

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Exam (2 hours)	100%
Component B Description of each element	Element weighting (as % of component)
1. Written assignment (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. Exam (2 hours)	100%
Component B Description of each element	Element weighting (as % of component)
1. Written assignment (1,500 words)	100%
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.	