

**CDA4 Programme Design Template  
Module specification (with KIS)**



University of the  
West of England

**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	The Business of Events				
Module Code	UMKDEW-15-2	Level	2	Version	1.3
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	6 February 2012		Valid from	September 2013	
Revision CAP Approval Date	3 February 2015		Valid from	September 2016	

<b>Review Date</b>	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"> <li>1. Understand event operations, industry structures and sector dynamics. (Components A &amp; B)</li> <li>2. Understand the particularities of events products and services, and the challenges of meeting customer needs in different sector contexts. (Components A &amp; B)</li> <li>3. Analyse the financial, environmental and social performance of event businesses and organisations, measured against their own track record and targets, and industry 'norms'. (Component B)</li> <li>4. Understand how public policy affects events, and the contribution of the event industry/ies to broader policies and agendas. (Component A)</li> </ol> <p>Understand selected aspects of event operations – including quality, environmental sustainability/CSR, innovation and human resources. (Components A &amp; B)</p>
Syllabus Outline	<ul style="list-style-type: none"> <li>• Event operations – an overview.</li> <li>• Characteristics of event services/experiences and associated management challenges.</li> <li>• Overview of selected sectors (products and markets, issues, etc), for example: <ul style="list-style-type: none"> <li>○ Music concerts and festivals;</li> <li>○ Food, drink and culinary festivals;</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Weddings and celebrations;</li> <li>○ Community/outdoor events;</li> <li>○ Hallmark sport events; and</li> <li>○ Conferences and meetings, incentives, and exhibitions and trade fairs.</li> <li>● Event suppliers (food and drink, sound, lighting, talent, security, etc).</li> <li>● Role of the state and public agencies in promoting and regulating events.</li> <li>● Analysis of the 'macro' and 'micro' environments for event businesses and organisations.</li> </ul>																				
Contact Hours	Module delivery will be based on 3 contact hours per week, comprising a theory lecture (focussed on event operations management), a lecture 'in context' (devoted to the sectors that comprise the event industry/ies), and an assessment-facing workshop.																				
Teaching and Learning Methods	<p>The teaching and learning strategy associated with this module is based around a series of lectures and student-led workshops. Lectures are used to develop a body of knowledge and to signpost further reading and knowledge development in the field(s). Workshops provide a forum for discussion, and for making progress on summative assessment.</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><b>Scheduled learning</b> includes lectures (24 hours) and workshops (12 hours).</p> <p><b>Independent learning</b> 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 1205 1369 1597"> <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"> <li>● <b>Written Exam:</b> Unseen written exam, open book written exam, in-class test</li> <li>● <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project</li> <li>● <b>Practical Exam:</b> Oral assessment and/or presentation, practical skills assessment, practical exam</li> </ul> <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					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
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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. Instead, 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>																				
Indicative Reading List	<p>Allen, J. (2011) <i>Festival and Special Event Management</i> (5th edn), Milton, Qld.: John Wiley.</p> <p>Bladen, C., Kennell, J., Abson, E. and Wilde, N. (2012) <i>Events Management: An Introduction</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>Foley, M., McGillivray, D. and McPherson, G. (2012) <i>Event Policy: From Theory to Strategy</i>. Abingdon: Routledge.</p> <p>Goldblatt, J. J. (2011) <i>Special Events: A New Generation and the Next Frontier</i>. Chichester: Wiley.</p> <p>Tum, J., Norton, P. and Wright, J. N. (2006) <i>The Management of Event Operations</i>. Oxford: Butterworth-Heinemann.</p>																				

### Part 3: Assessment

Assessment Strategy	<p>The assessment for this module comprises an individual report and an end-of-module examination. For the report students provide background information/secondary data on a business or organisation operating in one of the sectors featured in the taught programme, explaining how its core product/brand is differentiated from the competition and critically evaluating selected aspects of the business's or organisation's operations (Component B). The examination will assess knowledge of sector dynamics and management challenges (Component A). Formative assessment will take the form of a mock question that students can attempt under exam conditions and submit for feedback.</p>
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Identify final assessment component and element	<b>Component A</b>
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% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>50%</b>	<b>50%</b>

<b>First Sit</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Exam (2 hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Individual report (1,500 words)	100%

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Exam (2 hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Individual report (1,500 words)	100%

If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.