



MODULE SPECIFICATION

Part 1: Information			
Module Title	The Business of Events		
Module Code	UMKDEW-15-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: In addition to the learning outcomes, the module will explore/develop/practise but not formally discretely assess, the following:</p> <ul style="list-style-type: none"> - Creative and lateral thinking skills - IT skills <p>Outline Syllabus: The syllabus includes:</p> <ul style="list-style-type: none"> - The 'macro' and 'micro' forces and issues affecting differing event sectors including cultural events and festivals, events in the public sector and the third sector, and corporate events (meetings and conferences, incentives, networking events, corporate hospitality, exhibitions and trade shows) - The role of the state and public agencies in facilitating and regulating events - The characteristics of event services/experiences and management challenges associated with meeting customers' needs in different event contexts - An overview of event operations including capacity management, forecasting, funding, human resource management, legal issues, logistics, risk management, scheduling, supply chain management, sustainability, and quality and performance evaluation <p>Teaching and Learning Methods: The learning and teaching strategy associated with this module is based around a series of lecture and workshop sessions. Conventional lectures are used to develop a body of knowledge, and offer signposts for further reading and knowledge development in the field. Workshops offer students the opportunity to apply the theory accrued in both lectures and during private study, primarily through</p>

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the use of case studies and practical, problem-solving activities which support the summative assessment. Workshops also provide a forum for peer discussion, and enable students to receive formative feedback on their progress towards the summative assessment.

Part 3: Assessment

Component A: Event management plan, site plan and risk assessment (100%)

This is an individual assessment consisting of a written event management plan (1800 words), an electronically produced site plan (300 words) and a written risk assessment (900 words). Students are required to select an event from a choice of different sectors upon which to base their assignment. Students are provided with a set of event objectives, the profile of the event's customers/audience (number/demographics), budget/funding information, a site/venue, and a number of elements that must be included as part of the event (elements vary according to the nature of the event selected). The assessment is designed to enable students to explore an event sector of particular interest to them, and to assess their ability to analyse context specific issues, to apply theory, concepts, frameworks and information from industry sources, and to evaluate risk in planning for the safe and successful delivery of an event.

The resit assessment will be another written event management plan (1800 words), another electronically produced site plan (300 words) and another written risk assessment (900 words) but will focus on a different event.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	100 %	Event management plan (1800 words), site plan (300 words) and risk assessment (900 words)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	100 %	Event management plan (1800 words), site plan (300 words) and risk assessment (900 words)

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Explain event industry structures and sector dynamics	MO1
	Discuss how public policy affects events and how events contribute to broader policies and agendas	MO2
	Describe the particularities of events experiences and compare/contrast customer needs in different sector contexts	MO3
	Examine selected aspects of event operations including quality, environmental sustainability/CSR, innovation and human resources	MO4
	Apply theory and information from industry sources to create an event management plan which includes a site plan and a risk assessment	MO5
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114

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	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umkdew-15-2.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19