



Module Specification

The Business of Events

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Part 1: Information

Module title: The Business of Events

Module code: UMKDEW-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: In addition to the learning outcomes, the module will explore/develop/practise but not formally discretely assess, the following:

- Creative and lateral thinking skills
- IT skills

Outline syllabus: The syllabus includes:

- 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

Part 3: Teaching and learning methods

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 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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Explain event industry structures and sector dynamics

MO2 Discuss how public policy affects events and how events contribute to broader policies and agendas

MO3 Describe the particularities of events experiences and compare/contrast customer needs in different sector contexts

MO4 Examine selected aspects of event operations including quality, environmental sustainability/CSR, innovation and human resources

MO5 Apply theory and information from industry sources to create an event management plan which includes a site plan and a risk assessment

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdew-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umkdew-15-2.html>

Part 4: Assessment

Assessment strategy: Written Assignment: 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.

Assessment components:

Written Assignment (First Sit)

Description: Event management plan (1800 words), site plan (300 words) and risk assessment (900 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (Resit)

Description: Event management plan (1800 words), site plan (300 words) and risk assessment (900 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management [Frenchay] BA (Hons) 2022-23

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22