



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Event Management and Fundraising				
Module Code	UISXRN-15-2	Level	2	Version	1
Owning Faculty	Hartpury	Field	Sport Science		
Contributes towards	BA (Hons) Sport Business Management BA (Hons) Equine Business Management FdA Sport Business Management				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co-requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
Valid From	01 September 2014		Valid to	01 September 2020	

CAP Approval Date	29 May 2014
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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 Describe the main characteristics of events and analyse the structure of the contemporary events industry (A). 2 Explain the importance of event project management and evaluate organisational issues and processes that must be taken into consideration (B). 3 Demonstrate an understanding of event design and the production of event attendee experience (B). 4 Relate event project management to conventional event planning theories and practices such as managing event employees and volunteers (A, B). 5 Evaluate the need for event operations within the wider framework of event planning (A, B).
Syllabus Outline	<ol style="list-style-type: none"> 1 Managing event projects. 2 Event design and production. 3 Event operations. 4 Managing event human resources. 5 Event finance. 6 Event marketing. 7 Event health, safety and risk management.

Contact Hours	<p>Indicative delivery modes:</p> <table border="0"> <tr> <td>Lectures, guided learning, seminars etc</td> <td style="text-align: right;">33</td> </tr> <tr> <td>Self directed study</td> <td style="text-align: right;">3</td> </tr> <tr> <td>Independent learning</td> <td style="text-align: right;">114</td> </tr> <tr> <td>TOTAL</td> <td style="text-align: right;">150</td> </tr> </table>	Lectures, guided learning, seminars etc	33	Self directed study	3	Independent learning	114	TOTAL	150										
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Teaching and Learning Methods	<p>The BA (Hons) and Foundation cohorts will have separate seminar groups to improve the student experience allowing for individual learning activities</p> <p>Scheduled learning A variety of learning strategies will be utilised including, lectures and seminars, whilst visiting lecturers, e-learning and potential site visits may also be used to support to the student experience. Students will also be encouraged to develop skills associated with lifelong learning, to support progression within their degree programme. This will include directed study and additional reading.</p> <p>Independent learning May include hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.</p> <p>Virtual learning environment (VLE) This specification is supported by a VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.</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 set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <p>Key information set – module data</p> <p>Number of credits for this module 15</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 15%;">Hours to be allocated</th> <th style="width: 25%;">Scheduled learning and teaching study hours</th> <th style="width: 25%;">Independent study hours</th> <th style="width: 20%;">Placement study hours</th> <th style="width: 15%;">Allocated Hours</th> </tr> </thead> <tbody> <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:</p> <ol style="list-style-type: none"> 1 <i>Written exam</i>: Unseen written exam, open book written exam, in-class test. 2 <i>Coursework</i>: Written assignment or essay, report, dissertation, portfolio, project. 3 <i>Practical exam</i>: 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> <p>Total assessment of the module:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Written exam assessment percentage</td> <td style="border: 1px solid black; text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="border: 1px solid black; text-align: center;">75%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="border: 1px solid black; text-align: center;">25%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Written exam assessment percentage	0%	Coursework assessment percentage	75%	Practical exam assessment percentage	25%		100%
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	100%																		

Reading Strategy	<p>Core readings Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be required to purchase a set text, be given a print study pack or be referred to texts that are available electronically or in the Library. Module guides will also reflect the range of reading to be carried out.</p> <p>Further readings Further reading will be required to supplement the set text and other printed readings. Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library search, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature.</p> <p>Further independent reading is advisable for this module, and students will be encouraged to explore at least one of the titles held in the library on this topic. A current list of such titles will be given in the module handbook and revised annually.</p> <p>Access and skills Formal opportunities for students to develop their library and information skills are provided within the induction period and study skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.</p>
Indicative Reading List	<p>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms, including the module guide.</p> <ul style="list-style-type: none"> • Allen, J., O'Toole, W., Harris, R. & McDonnell, I. (Current Edition) <i>Festival & Special Event Management</i>. Milton, Queensland: John Wiley & Sons. • Bladen, C., Kennell, J., Abson, E. & Wilde, N. (Current Edition) <i>Events Management: An Introduction</i>. Abingdon: Oxon: Routledge. • Westerbeek, H., Smith, A., Turner, P., Emery, P., Green, C. & Van Leeuwen, L. (Current Edition) <i>Managing Sport Facilities & Major Events</i>. Abingdon, Oxon: Routledge. <p>Journals and periodicals:</p> <ul style="list-style-type: none"> • International Journal of Project Management. • International Journal of Sport Marketing & Sponsorship. • Sport, Business & Management: An International Journal. • Sports Management Review. <p>Websites and databases:</p> <ul style="list-style-type: none"> • BBC News - Business of Sport www.bbc.co.uk/news/business/business_of_sport. • Sport Business www.sportbusiness.com. • UK Sport www.ukssport.gov.uk/pages/event-managers.

Part 3: Assessment			
Assessment Strategy	<p>The event promotional plan offers students the chance to develop their marketing skills based on their event proposal in the form of a poster presentation. They will present an integrated marketing strategy to promote the sports event as analysed in their assignment.</p> <p>The written assignment will allow students to develop key components of a sports events proposal. This assessment will allow students to develop their academic writing skills and use of literature sources based on a summative approach.</p> <p>In line with the College's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.</p>		
Identify final assessment component and element		Poster presentation	
% weighting between components A and B (Standard modules only)		A:	B:
		25%	75%
First Sit			
Component A (controlled conditions) Description of each element		Element weighting	
1	Poster presentation (A1) (15 minutes)	100%	
Component B Description of each element		Element weighting	
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	
1	Poster presentation (A1) (15 minutes)	100%	
Component B Description of each element		Element weighting	
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.			