University of the
West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	The Legacy and Impact of Sports Events					
Module Code	UISV4E-15-3		Level	3	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No	
Owning Faculty	Hartpury College		Field	Sport Science		
Department	Sport		Module Type	Standard		
Contributes towards	BA (Hons) Equine Business Management BA (Hons) Equine Business Management (SW) BA (Hons) Sport Business Management BSc (Hons) Physical Education and School Sport MSci Sports Coach Development					
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements	None		
Valid From	01 September 2015		Valid to	01 September 2021		

CAP Approval Date	12 January 2014

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. Critically appraise the growing importance of major event impacts and analyse the concept of legacy as a multidisciplinary promotional tool. (A, B) 2. Evaluate the range of tangible and intangible structures to explore how these can occur as both planned and unplanned throughout the major event life-cycle. (A, B) 3. Critically discuss both the positive and negative components of legacy and how these can impact major event stakeholders. (A) 4. Appreciate the complexity of legacy measurement and evaluation based on the potential for methodological errors. (A)
Syllabus Outline	• The costs and benefits of major sporting events • The challenges of categorising of event legacies • The legacy cube • The measurement of event legacies

	• The sustainability of event legacies
Contact Hours	Indicative delivery modes
	• Lectures, guided learning, seminars, etc. 33
	• Self-directed study 3
	• Independent learning 114
	TOTAL 150
Teaching and Learning Methods	This module is delivered using large group learning sessions and opportunities for small group work. Additionally essential and recommended reading and exercises will be introduced to guide the students through the core syllabus.

Scheduled learning includes lectures, seminars, tutorials, assessment supervision, external visits; guest lectures

Independent learning includes hours engaged with essential reading, case study preparation, assessment preparation and completion. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.

Virtual Learning Environment (VLE) is an online resource where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE. |
| Key Information Sets Information | 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. |

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	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

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

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:

Total assessment of the module:		
Written exam assessment percentage	0%
Coursework assessment percentage	20%
Practical exam assessment percentage	80%
	100%

Reading Strategy	**Essential 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. **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. **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.
Indicative Reading List	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. Books Allen, J., O'Toole, W., McDonnell, I. and Harris, R.L. (Current Edition) *Festival and Special Event Management*. Chichester: John Wiley and Sons. Bowdin, G. (Current Edition) *Events Management.* Oxford: Butterworth-Heinemann. Masterman, G. (Current Edition) *Strategic Sports Event Management.* Oxford: Taylor and Francis. Preuss, H. (Current Edition) *The Impact and Evaluation of Major Sporting Events*, Oxford: Routledge Journals Event Management International Journal of Event and Festival Management Journal of Sport & Tourism Sport Business & Management: An International Journal Sport Management Review Websites BBC News – Business of Sport http://www.bbc.co.uk/news/business/business_of_sport Event Industry News http://www.eventindustrynews.co.uk Event Magazine http://www.eventmagazine.co.uk Sport Business Group http://www.sportbusiness.com

Part 3: Assessment	
Assessment Strategy	Component A will take the form of a group bid presentation which will be individually marked and will allow students to synthesise a legacy proposal into a persuasive and timed verbal presentation in a medium and style of the student's choosing. This will focus student's attention on issues such as time management, discernment between appropriate presentation approaches and creating an argument based on evidence and in-depth review of related existing opinion. The marking strategy will see students graded individually for their presentation contributions for both sit and resit.

Component B is an infographic report which will allow the student to submit a graphical summary of their bid prior to the presentation, which will also contain key literature sources and a reflective account of the issues and challenges of working as a group.

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. |

Identify final assessment component and element	Oral Presentation		
		A:	**B**:
% weighting between components A and B (Standard modules only)		**80%**	**20%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Oral Presentation (20 minutes)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Infographic Report	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Oral Presentation (20 minutes)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Infographic Report	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.	