

**MODULE SPECIFICATION**

| <b>Part 1: Information</b> |  |                    |           |
|----------------------------|--|--------------------|-----------|
| Module Title               | Professional Practice in Events          |                    |           |
| Module Code                | UMKDFD-15-3                              | Level              | 3         |
| For implementation from    | September 2018                           |                    |           |
| UWE Credit Rating          | 15                                       | ECTS Credit Rating | 7         |
| Faculty                    | Business and Law                         | Field              | Marketing |
| Department                 | BBS: Business and Management             |                    |           |
| Contributes towards        | BA (Hons) Business and Events Management |                    |           |
| Module type:               | Standard                                 |                    |           |
| Pre-requisites             | N/A                                      |                    |           |
| Excluded Combinations      | UMKD77-30-3                              |                    |           |
| Co- requisites             | N/A                                      |                    |           |
| Module Entry requirements  | N/A                                      |                    |           |

| <b>Part 2: Description</b>   |
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| <p>This module focuses on professional contexts in the events industry and your development of appropriate skills, knowledge and graduate attributes. The module content explores the initiating, scoping, planning and managing of live events in a range of different sectors such as community events, sports events, corporate events, entertainment events, third-sector events, and cultural events. You will have the opportunity to engage with event professionals and external organisations in planning for and researching their live events. The module explores the skills and knowledges required for events careers in a variety of different organisations and roles, ranging across charity fundraisers, community activists, meetings and conference professionals, venue managers and public sector organisations. There is a focus on policy and professional standards within the events industry, and the instrumentalist use of events to achieve economic and social inclusion impacts and outcomes.</p> <p>Students have the opportunity to select specific sectors within which to focus their assessments, and these will vary according to the expertise of faculty staff and external partner events organisations. Lectures will concern events theory and practice learned across previous specialist modules while workshops will enhance learning through a focus on specific skills, tools, methodologies and applications in the management of events. The syllabus will incorporate, but not be limited to, health and safety, creativity and creative industries, risk management and assessment, special interest markets in events, events professional standards and events strategies.</p> |
| <b>Part 3: Assessment</b>  |

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| The assessment is designed to provide an opportunity to both engage in and reflect critically on events practice.  |  |           |
| Component A, Element 1 is a 1000 word portfolio within which students reflect on their development of UWE Graduate Attributes, and their wider skills and knowledge base, in relation to the development of a personal and professional development plan. Component A, Element 2 is a 2,500 word reflective report focused on the application of theory, skills and knowledge to the operations of a case-study event or event organisation. Portfolio content is developed in classroom sessions and formative feedback is both built into these activities and delivered via Blackboard following task completion. Elements 1 and 2 of Component A are submitted together. |  |           |
| Identify final timetabled piece of assessment (component and element)  | Component A, Element 2   |           |
| % weighting between components A and B (Standard modules only)   | <b>A:</b>  | <b>B:</b> |
|  | 100%   |           |
| <b>First Sit</b>   |  |           |
| <b>Component A</b> (controlled conditions)<br><b>Description of each element</b>   | <b>Element weighting</b><br>(as % of component)  |           |
| 1. Portfolio (1000 words)  | 30%  |           |
| 2. Report (2500 words)   | 70%  |           |
| <b>Resit (further attendance at taught classes is not required)</b>  |  |           |
| <b>Component A</b> (controlled conditions)<br><b>Description of each element</b>   | <b>Element weighting</b><br>(as % of component)  |           |
| 1. Portfolio (1000 words)  | 30%  |           |
| 2. Report (2500 words)   | 70%  |           |
| <b>Part 4: Teaching and Learning Methods</b>   |  |           |
| Learning Outcomes  | <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the knowledge and skills required for management careers in the events industry, and develop personal and professional development action plans (Component A)</li> <li>• Exercise critical judgement, creative thinking and an ability to learn from practice through reflection and evaluation of an events professional context (Component A)</li> <li>• Apply effective strategic and tactical methodologies, tools and techniques to a specific events sector (Component A)</li> <li>• Critically evaluate contemporary professional practice in the events management domains in relation to theory in events scholarship (Component A)</li> </ul> <p>Module delivery will be based on an average of 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks. This will consist of formal lectures on core syllabus concepts, and seminars for the exploration and application of core concepts and the development and completion of portfolio tasks.</p> |           |

|  |   |   |                         |                       |                 |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
|--|---|---|-------------------------|-----------------------|-----------------|---------------------------------|--|--|------------------------------------|--|----|----------------------------------|--|------|--------------------------------------|--|----|--|--|
| Key Information Sets Information (KIS) | <b>Key Information Set - Module data</b>  |   |                         |                       |                 |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
|  | <i>Number of credits for this module</i>  |   |                         |                       | 15              |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
| Contact Hours                          | Hours to be allocated   | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
|  | 150   | 36  | 114                     | 0                     | 150             |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
| Total Assessment                       | The table below indicates as a percentage the total assessment of the module which constitutes a;   |   |                         |                       |                 |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
|  | <p><b>Written Exam:</b> Unseen or open book written exam<br/> <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test<br/> <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">100%</td> </tr> </table> |   |                         |                       |                 | Total assessment of the module: |  |  | Written exam assessment percentage |  | 0% | Coursework assessment percentage |  | 100% | Practical exam assessment percentage |  | 0% |  |  |
| Total assessment of the module:        |   |   |                         |                       |                 |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
| Written exam assessment percentage     |   | 0%  |                         |                       |                 |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
| Coursework assessment percentage       |   | 100%  |                         |                       |                 |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
| Practical exam assessment percentage   |   | 0%  |                         |                       |                 |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
|  |   | 100%  |                         |                       |                 |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |
| Reading List                           | <a href="https://uwe.rl.talis.com/lists/6FE6E6A4-0017-E3AF-6465-932FA4D3AB6D.html">https://uwe.rl.talis.com/lists/6FE6E6A4-0017-E3AF-6465-932FA4D3AB6D.html</a>   |   |                         |                       |                 |                                 |  |  |                                    |  |    |                                  |  |      |                                      |  |    |  |  |

## FOR OFFICE USE ONLY

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| First CAP Approval Date   | 15 <sup>th</sup> December 2016 Version 1 <a href="#">link to the RIA</a> |         |          |                    |
| Revision CAP Approval Date<br><i>Update this row each time a change goes to CAP</i> |  | Version | <i>2</i> | <i>Link to RIA</i> |
| Revision CAP Approval Date  |  | Version | <i>3</i> | <i>Link to RIA</i> |
| Revision CAP Approval Date  |  | Version | <i>4</i> | <i>Link to RIA</i> |