



Part 1: Information			
Module Title	Specialised Event Practice		
Module Code	UMKDR5-15-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	Business and Management		
Contributes towards	BA (Hons) Business and Events Management - compulsory		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>Events Management is a diverse practice, with numerous specialisms, some of which students can explore through this practice-orientated final year module. The module allows students to choose from a variety of Events specialisms, which will be updated annually according to emerging specialities and the expertise of faculty staff.</p> <p>Lectures will focus on building upon the theory learned across previous Events modules, and applying these to the chosen specialism. In tutorials, you will apply these theories and models in the development of an Events plan for an organisation representing your chosen specialism.</p> <p>In this module you will cover:</p> <ul style="list-style-type: none"> <li>• At least one chosen specialism, from the selection available in that academic year</li> </ul> <p>Typical examples may include events in the community, safety and security of events, and event sustainability.</p> <ul style="list-style-type: none"> <li>• Alternative events theory and contextualised factors relevant to the specialised area, and critical evaluation of these</li> <li>• The range of events theories, tools and techniques encountered across your degree, bringing them together in this capstone module, where appropriate</li> </ul>

- Events Management strategy, tools and techniques

### Part 3: Assessment

The assessment is designed to provide an opportunity to reflect critically on both event planning concepts and their implications for business practice with a specialised area, and the student's own development with respect to practice.

Component A (25%) is a group presentation reflecting on how the varying applications contexts can help student develop their application of theory into practice (max 15 mins including questions )

Component B (75%) is a written assignment, consisting of a report focussed on the application of events management planning principles to a specialist area (2500 words),

Formative feedback is built into the module design and provides opportunities for peer and tutor feedback with regard to developing thinking and working with the assessment criteria. This is via a series of Portfolio based tutorial activities which encourage and allow students to progress systematically towards their assessment task. The assessment criteria are reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.

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 in specialist discipline areas.

Tutorials will focus on a range of specialisms, and students will choose which to focus upon, allowing students to apply key Events principles to an organisation of their choice within that specialist sector. Tutorial activities will contribute towards a Portfolio journal which will also lead the students towards completion of the report.

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>25%</b>	<b>75%</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
Group Presentation (15mins)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
Written assignment (individual report 2500 words)	100%	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
Individual presentation (5 mins)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
Written assignment (report 2500 words)	100%	

Part 4: Learning Outcomes & KIS Data																														
Learning Outcomes	On successful completion of this module students will be able to: <ul style="list-style-type: none"> <li>• Apply effective strategic and tactical methodologies, tools and techniques to an events specialism (Component B)</li> <li>• Critically evaluate alternative events practices and theory and contextualise theory and relate it to the specialist area. (Component A)</li> <li>• Explore emergent event areas and applications, clearly understanding the links and gaps between scholarship and practice (Component A and Component B)</li> <li>• Integrate and evaluate information and learning from a range of different sources better to understand and explore the complex nature of Events management (Component B)</li> <li>• Summarise, justify and present strategic and tactical recommendations for a chosen event scenario in an appropriate proposal format (Component B)</li> </ul>																													
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td style="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>					Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Contact Hours	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</p> <p><b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test</p> <p><b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																													
Total Assessment	<table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">75%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">25%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>					Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	75%	Practical exam assessment percentage	25%		100%															
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Reading List	Reading list link <a href="https://uwe.rl.talis.com/search.html?q=UMKDR5-15-3&amp;qbutton=">https://uwe.rl.talis.com/search.html?q=UMKDR5-15-3&amp;qbutton=</a>																													

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First Approval Date (and panel type)	6 March 2019 <a href="#">link to RIA</a>			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	2	<a href="#">Link to RIA</a>