



## **Module Specification**

### **Specialised Event Practice**

Version: 2023-24, v2.0, 12 Jul 2023

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## Part 1: Information

**Module title:** Specialised Event Practice

**Module code:** UMKDR5-15-3

**Level:** Level 6

**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

**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:** 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.

**Features:** Not applicable

**Educational aims:** 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.

**Outline syllabus:** In this module you will cover:

At least one chosen specialism, from the selection available in that academic year.

Typical examples may include events in the community, safety and security of events, and event sustainability.

Alternative events theory and contextualised factors relevant to the specialised area, and critical evaluation of these.

The range of events theories, tools and techniques encountered across your degree, bringing them together in this capstone module, where appropriate.

Events Management strategy, tools and techniques.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

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

**MO1** Apply effective strategic and tactical methodologies, tools and techniques to an events specialism

**MO2** Critically evaluate alternative events practices and theory and contextualise theory and relate it to the specialist area

**MO3** Explore emergent event areas and applications, clearly understanding the links and gaps between scholarship and practice

**MO4** Integrate and evaluate information and learning from a range of different sources better to understand and explore the complex nature of Events management

**MO5** Summarise, justify and present strategic and tactical recommendations for a chosen event scenario in an appropriate proposal format

**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/index.html) via the following link <https://uwe.rl.talis.com/index.html>

## **Part 4: Assessment**

**Assessment strategy:** 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.

Task 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).

Task 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.

**Assessment tasks:****Presentation (First Sit)**

Description: Group Presentation (15mins)

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO2, MO3

**Written Assignment (First Sit)**

Description: Written assignment (individual report 2500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

**Presentation (Resit)**

Description: Group presentation (15 mins). Groups of one allowed where necessary

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Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO2, MO3

**Written Assignment (Resit)**

Description: Written assignment (individual report 2500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business and Events Management {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Events Management {Top-Up} [INTUNI] BA (Hons) 2023-24

Business and Events Management {Top-Up} [NEU] BA (Hons) 2023-24

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA  
(Hons) 2020-21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA  
(Hons) 2019-20