



Module Specification

Introduction to Event Project Management

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Part 1: Information

Module title: Introduction to Event Project Management

Module code: UMMDQW-15-2

Level: Level 5

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

Delivery locations: Not in use for Modules

Field:

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: With the complex and multi-faceted nature of events, project management is an essential practical and theoretical area that relates directly to

industry. This module introduces students to the emerging academic discipline of project management and how it can be utilised in events practice.

This module will cover:

Strategy (including procurement, collaboration and partnering, and stakeholder management).

Project definition (including costing, risk assessment, and project scheduling).

Implementation (including workflow, evaluation and service quality).

Part 3: Teaching and learning methods

Teaching and learning methods: See Assessment Strategy

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

MO1 Examine project management theory and comprehend how it relates to all stages of the event project lifecycle, assessing feasibility, implementation and problem solving strategies

MO2 Explore major themes within the project management body of knowledge and how these can impact project management practices

MO3 Demonstrate knowledge of appropriate tools and techniques in relation to managing a project, using information sources to manage project risk and show understanding of health and safety principles and practices

MO4 Investigate and report critically on aspects of a case study relevant to event project management

MO5 Work individually to develop and present project management theory in relation to an events case study

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 via the following link <https://rl.talis.com/3/uwe/lists/79D4CF81-E0EE-E48C-621A-EBFDEBAD0D82.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: Task A is an individual presentation (10 mins) introducing a specific piece of project management theory that has been applied to an event case study that will have been covered in the evaluation in Task B. Presentations will take place during contact hours during the semester.

Task B is an individual evaluation of a project (2,500 words). The individual coursework component requires research, evaluation and academic critical appraisal of a real life event project case study. Students will research a significant project from written articles and papers and critically analyse the project.

Assessment components:

Presentation (First Sit)

Description: Individual Presentation (10 mins)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO5

Report (First Sit)

Description: Individual Report (2500 words)

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Presentation (Resit)

Description: Individual Presentation (10 mins)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO5

Report (Resit)

Description: Individual Report (2500 words)

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management [Frenchay] BA (Hons) 2022-23

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22