



Module Specification

Events and Economies

Version: 2025-26, v1.0, 23 Jul 2024

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Events and Economies

Module code: UMKT6E-30-1

Level: Level 4

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

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: This module provides a foundational exploration of economic principles as they pertain to events management . The module will simultaneously introduce students to both sociological and economic analysis of contemporary issues that reflect the embeddedness of businesses in markets, specific spaces, and specific institutional frameworks. It will teach them the ability to understand them various perspectives, and research which is best supported.

Features: Not applicable

Educational aims: This module will introduce students to basic microeconomics and theories, alongside identifying current major debates on contemporary social issues. Overall, students will be able to assess these issues both in terms of their effect on the events environment.

In addition to the assessed Learning Outcomes, the educational experience will explore, develop, and practise written communication, verbal communication, and note taking from academic sources.

Outline syllabus: This module will include but not be limited to:

Microeconomics

Theories of Price

The Role of Context

Inequality

Globalisation

Technological Change

Events

markets

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

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

MO1 Demonstrate knowledge of relevant concepts, theories, vocabulary, and methods employed in the study of economics in the context of business and management.

MO2 Demonstrate an understanding of the contemporary business and marketing issues in the field of events management

MO3 Apply and evaluate relevant contemporary theory in an events management context

MO4 Identify appropriate sources of information, consider their origins, context, and content and evaluate their relevance to the events management field of study

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkt6e-30-1.html) via the following link <https://uwe.rl.talis.com/modules/umkt6e-30-1.html>

Part 4: Assessment

Assessment strategy: The assessment strategy for the module reflects the practice led pedagogy of the programme and seeks to develop students engagement with understanding the relationship between events and economies.

The assessment strategy involves two pieces of work, one emphasising application of an understanding of how to use economic data in a report.

Task A - Case Study: An individual written assignment (2,500 words) in which

students apply economics concepts, theories, and tools to analyse a case study.

The second will be a discussion of a contemporary business issues and will expect them to critically review its impact and relationship economic outcomes. This will be presented visually with students provided the choice on if they want to complete this as a group.

Task B - Presentation: Students produce and present an infographic poster illustrating how external forces impact an industry and brand.

Referral Assessment:

Task A - Case Study: Students who attempted the first sit are expected to use any feedback provided to improve their individual written assignment (2,500 words).

Task B - Presentation: Students who attempted the first sit are expected to use any feedback provided to improve their infographic poster and presentation.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Presentation (First Sit)

Description: presentation 10 mins

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Case Study (First Sit)

Description: 2500 word case study

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Case Study (Resit)

Description: 2500 word case study

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Presentation (Resit)

Description: Presentation 10 minutes

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Events Management [Phenikaa] BA (Hons) 2025-26

Business and Events Management [Frenchay] BA (Hons) 2025-26