



Module Specification

Professional Knowledge: Events Principles

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Part 1: Information

Module title: Professional Knowledge: Events Principles

Module code: UMKT6F-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 introduces the “professional practice” strand for the Business and Events Management programme, focussing on the development of knowledge of events

Features: Not applicable

Educational aims: In this introductory “professional practice” module, students gain an overview of domain of their programme’s specialism and are helped to settle into

Higher Education, developing academic and professional competencies.

Through reflective practice, students develop the ability to evaluate their own professional skills and to set and monitor progress towards development goals.

Students will be introduced to key contemporary topic areas in events and will learn to effectively research and communicate them.

Outline syllabus: Students will develop their professional practice through exploration of self-management and reflection, working with others, wellbeing and resilience, social development and networking and related topics.

Topics covered will include:

Social impacts

Economic impacts

Environmental impacts

Understanding audiences

Marketing and PR

Accessibility

Crisis Management

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.

Students will develop their professional practice by working within a “Mentor Group”, which will meet within seminars every week, supported by a “Group Mentor” who will, in addition, provide Personal Tutor support to individual members of the Mentor Group.

There will be a one hour lecture and a one hour tutorial each week. The tutorial will be held in a computer lab so that students can work on assessments. There will also be sessions on how to present digital content effectively for the assessment.

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

MO1 Summarise own skills and attributes in relation to self-management, collaborative working, and the communication of own ideas.

MO2 Set , and monitor progress towards, learning and development goals, taking account of personal and professional values, abilities and preferences

MO3 Demonstrate knowledge and understanding of events management and the relevant theory and frameworks associated with current practice.

MO4 Apply events management theory and key concepts to develop commercial, sustainable and responsible events.

MO5 Understand and apply the principles of effective communication within an events context

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/umkt6f-30-1.html) via the following link <https://uwe.rl.talis.com/modules/umkt6f-30-1.html>

Part 4: Assessment

Assessment strategy: The assessment strategy includes a Professional Practice Portfolio (MLOs 1 and 2) (40%) which will capture evidence of engagement in and reflection on personal and professional development including the ability to manage self and work collaboratively.

60% (MLOs 3, 4 and 5) of the assessment is a poster presentation exhibition where students will be required to produce a poster overview of a particular topic that has been covered in the module and to have a conversation discussion about it with a module tutor. This will allow them to demonstrate their ability to link theory with industry examples as well as develop communication skills.

Students must be able to confidently discuss their chosen topic with module staff, which will help evidence authentic learning.

Students will have time in class to work on assessments alongside staff who can provide formative feedback.

Both parts of the assessment are individual.

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:

Poster (First Sit)

Description: Poster presentation and discussion (20 minutes)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Portfolio (First Sit)

Description: Professional practice portfolio - various submission formats

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Portfolio (Resit)

Description: Professional practice portfolio - various submission formats

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Poster (Resit)

Description: Poster presentation and discussion (20 minutes)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO5

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