Module Specification

Professional Development : Event Consultancy

Version: 2027-28, v1.0, Approved

Contents

Part 1: Information

Module title: Professional Development : Event Consultancy

Module code: UMKT6V-30-3

Level: Level 6

For implementation from: 2027-28

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 capstone module completes the "professional practice" strand for the Business and Events Management programme, focussing on professional development through a consultancy project. The module draws together strands of learning from the module and the programme more widely through an integrative, problem-based project.

Features: Not applicable

Educational aims: Building on the related "professional practice" modules at Levels 4 and 5, students critically evaluate their capabilities. They develop and practice new skills required to support their chosen future.

Through reflective practice, collaborative working, and the synthesis of knowledge and understanding gained throughout their university experience, they have developed the self-awareness, skills and attributes necessary to graduate with a clear and realistic exit strategy.

Students must demonstrate an understanding of the industry that they are graduating into and that they are able to present themselves as professionals within it.

Outline syllabus: Students will continue to develop their professional practice through exploration of self-management and reflection, working with others, wellbeing and resilience, social development and networking and related topics. Given that this module focuses on the development of self-awareness and professional competencies, it is recognised that learning is necessarily "spiral" in nature, and so the syllabus builds on Levels 4 and 5.

Students will cover key areas that are critical for event consultancy, including the three pillars of sustainability, social values and ethical practices in business.

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 continue develop their professional practice by working within the "Mentor Group" that was established in Level 4, meeting within 1-hour seminars every week, supported by a "Group Mentor" who will, in addition, provide Personal Tutor support to individual members of the Mentor Group.

Students will have a 1 hour lecture , where they will explore the linkage between theory and the development of events; and a 1 hour practice based seminar facilitating the development of a real world events Consultancy with a focus ethical events and the interconnectivity between events, social value and sustainability.

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

MO1 Evaluate and apply new skills and attributes in relation to self-management, collaborative working, and the communication of own and others' ideas in complex and challenging contexts.

MO2 Evidence personal and professional development, demonstrating self-awareness and reflective evaluation of knowledge and skills developed throughout the programme to identify preferred futures.

MO3 Demonstrate a knowledge and understanding of advanced concepts regarding the nature of consultancy, event clients and the consulting process.

MO4 Critically evaluate the key arguments, assumptions and abstract concepts to make judgements and solve problems to create and develop a sustainable and ethical event.

MO5 Demonstrate an appreciation of the individual's role as global citizen, and the uncertainty, ambiguity and the limits of knowledge and challenges when developing socially responsible and sustainable events.

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 via the following link https://uwe.rl.talis.com/modules/umkt6v-30-3.html

Part 4: Assessment

Assessment strategy: The assessment strategy includes a Professional Practice Portfolio (40%) which builds on their Level 5 Portfolio and captures evidence of engagement in and reflection on personal and professional development during Level 6 including increasing ability to manage self and work collaboratively.

60% of the assessment will be a consultancy report based upon a charity client brief. Students will be able to evidence their learning from the duration of their programme by applying theory into a client consultancy report.

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:

Portfolio (First Sit)

Description: Professional Practice Portfolio

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Report (First Sit)

Description: Consultancy report - 2500 words

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Portfolio (Resit)

Description: Professional Practice Portfolio

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Report (Resit)

Description: Consultancy report - 2500 words

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