CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Planning and Managing Events					
Module Code	UMKDC6-15-2		Level	2	Version	1
Owning Faculty	FBL		Field	Marketing		
Contributes towards	BA (Hons) Business and Events Management					
UWE Credit Rating	15	ECTS Credit Rating	7.5		Module Type	Standard
Pre-requisites			Co-requisites			
Excluded Combinations			Module Entry requirements			
Valid From	September 2013		Valid to			

CAP Approval Date	6 February 2013

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. Demonstrate understanding of the economic, social and cultural significance of planned events. (Components A & B) 2. Analyse the consequences and legacies of a variety of planned events for destinations and communities. (Component A) 3. Evaluate the benefits and challenges of designing and marketing events. (Component B) 4. Explain and apply theories, models and approaches to events management. (Components A & B) 5. Work in groups to conceptualise and pitch an event, and reflect on this process. (Component B)
Syllabus Outline	• What is events management? (Event Management Body of Knowledge, etc.) • Conceptualising events (structures and stakeholders, the event concept, etc). • Bidding and planning for events. • Designing events and event experiences. • Project, financial and human resource management, and events. • Event marketing and sponsorship. • Positive and negative impacts of events (economic, social and environmental).
Contact Hours	Module delivery will be based on 3 contact hours per week, over 12 weeks. In any given fortnight, 3 hours will be allocated to lectures and 3 hours to workshops (alternating between 2+1 and 1+2 so as to be timetabled alongside other business and management modules).

Teaching and Learning Methods	Learning is achieved through a combination of class-based activity, independent study and assessment. The classroom sessions are designed to actively support the development of independent learning strategies by students. The sessions combine formal tutor input such as lectures with participative activities, including: case studies; experiential and enquiry-based learning methods; student-led discussions; and guest speakers. Emphasis will be placed on linking learning from directed reading to students' own enquiries, and on the application of knowledge to real-world cases and examples. Students will be directed towards online resources for the development of study skills, in the module handbook and/or via Blackboard. The latter will be used to support students' learning and facilitate staff-student interactions, thus promoting a culture of shared learning.
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement of HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast programmes they are interested in applying for.

Key Information Set - Module data

Number of credits for this module	15

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a:

- **Written Exam**: Unseen written exam, open book written exam, in-class test
- **Coursework**: Written assignment or essay, report, dissertation, portfolio, project
- **Practical Exam**: Oral assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	50%
Coursework assessment percentage	0%
Practical exam assessment percentage	50%
	100%

Reading Strategy	All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject-relevant resources and services, and to the library catalogue. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively. For this module there is no essential reading, given that it is difficult to identify one text

	that covers all aspects of events management and which discusses a wide range of event types. Lists of relevant reading will be provided in the module handbook and indicated on the module Blackboard course. Students are actively encouraged to read journal articles for this module, as these will provide up-to-date theories and examples.
Indicative Reading List	Allen, J. (2005) *Festival and Special Event Management* (3rd edn), Milton, Qld.: John Wiley. Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2011) *Events Management* (3rd edn), Oxford: Butterworth-Heinemann. Ferdinand, N. and Kitchin, P. J. (2012) *Events Management: An International Approach*, London: Sage. Getz, D. (2012) *Event Studies: Theory, Research and Policy for Planned Events* (2nd edn), Oxford: Butterworth-Heinemann. Robinson, P., Wale, D. and Dickson, G. (2010) *Events Management*, Wallingford: CABI.

Part 3: Assessment

Assessment Strategy	The assessment for this module has two components, namely: a two hour exam (Component A); and a group presentation in the form of a pitch for a new event, involving students engaging with people and information from external organisations such as charities, to provide a 'real world' context for the pitches (Component B). Formative feedback is built into the module design, providing opportunities for peer and tutor feedback.

Identify final assessment component and element	**Component A**	
	A:	**B**:
% weighting between components A and B (Standard modules only)	50%	50%

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Exam (2 hours)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Group presentation (20 minutes)	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Exam (2 hours)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Individual reflective report (1,500 words)	100%

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.