



MODULE SPECIFICATION

Part 1: Information			
Module Title	Planning and Managing Events		
Module Code	UMKDC6-15-2	Level	2
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Business and Events Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>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.</p> <p>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.</p> <p>You will cover:</p> <ul style="list-style-type: none"> • 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).

Part 3: Assessment		
<p>The assessment for this module has one component made up of two elements, 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. This will also include an individual reflection on group work.</p> <p>Formative feedback is built into the module design, providing opportunities for peer and tutor feedback.</p>		
Identify final timetabled piece of assessment (component and element)	Component A2	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element		Element weighting (as % of component)
1. Individual Portfolio and reflection		40%
2. Group Presentation		60%
Component B Description of each element		Element weighting (as % of component)
N/A		
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element		Element weighting (as % of component)
1. Individual report and reflection on group work		100%
Component B Description of each element		Element weighting (as % of component)
N/A		
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate understanding of the economic, social and cultural significance of planned events. (Components A) 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 A) 4. Explain and apply theories, models and approaches to events management. (Components A) 5. Work in groups to conceptualise and pitch an event, and reflect on this process. (Component A) 	

Key Information Sets Information (KIS)	Key Information Set - Module data													
	Number of credits for this module				15									
Contact Hours	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours									
	150	36	114	0	150									
Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a;													
	<p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <tr> <td colspan="2">Total assessment of the module:</td> </tr> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>40%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>60%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>					Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	40%	Practical exam assessment percentage	60%	
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	100%													
Reading List	Reading List link https://uwe.rl.talis.com/lists/F785713B-DB4D-6307-AE38-C5F191BD93A3.html													

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First CAP Approval Date	6 February 2013			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	7 March 2018	Version	2	link to RIA