



Module Specification

Planning and Managing Events

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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	5

Part 1: Information

Module title: Planning and Managing Events

Module code: UMKDC6-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

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: Not applicable

Features: Not applicable

Educational aims: See learning outcomes

Outline syllabus: You will cover:

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: Teaching and learning methods

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.

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

MO1 Demonstrate understanding of the economic, social and cultural significance of planned events

MO2 Analyse the consequences and legacies of a variety of planned events for destinations and communities

MO3 Evaluate the benefits and challenges of designing and marketing events

MO4 Explain and apply theories, models and approaches to events management

MO5 Work in groups to conceptualise and pitch an event, and reflect on this process

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdc6-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umkdc6-15-2.html>

Part 4: Assessment

Assessment strategy: The assessment for this module has two tasks, 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.

Formative feedback is built into the module design, providing opportunities for peer and tutor feedback.

Assessment tasks:

Portfolio (First Sit)

Description: Individual portfolio and reflection

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Presentation (First Sit)

Description: Presentation

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)

Description: Individual portfolio and reflection

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Presentation (Resit)

Description: Presentation

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management [Frenchay] BA (Hons) 2022-23

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

