Module Descriptor

Title	Discovering Live Events		
Session	2026/27	**Status**	Approved
Code	TOUR07006	**SCQF Level**	7
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Jenny Flinn		

Summary of Module

The module provides an introduction to events and event management. It firstly defines the nature and scope of the event industry; classification; types and characteristics of events; explains the creation of events - design; objectives and motivation and begins to explain why some events are more successful than others. The module examines the environment in which events take place and develop: place/venues; private /public/voluntary sector. It touches on issues of government policy, opportunities and barriers to event development; funding, support and sponsorship. The media and political issues are also introduced.

This module provides an introduction to the activities involved in event production; managing events in addition to identification and development of the skills required of an effective event manager. Students will be encouraged to engage in a practical activity in the events sector which may include organising a live event with other students or some practical experience through volunteering. This will enable the application of theory in a practical events management context while reflecting on their own skills, knowledge and experience.

The topics covered will enable students to:

Define the nature, scope and environment of the events industry.

Demonstrate a knowledge of the activities in the design, planning and implementation of events.

Evaluate the success of a live event by engaging with practical experience within an event setting.

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☐	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☒	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Analyse the environment within which events occur
L2	Describe and assess the nature and scope of events management
L3	Demonstrate a range of event management principles in a practical events context
L4	Analyse and reflect on the skills and characteristics required for effective events operation
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 7** Demonstrate knowledge of the scope and defining features of the external environment surrounding events. Demonstrate knowledge of the nature of events management.
Practice: Applied Knowledge and Understanding	**SCQF 7** Use basic and routine event management related skills, techniques and practices in the engagement with personal and public events
Generic Cognitive skills	**SCQF 7** Present and evaluate routine event management related information and ideas.

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	Use various approaches to address well defined mainstream event management challenges and issues.
Communication, ICT and Numeracy Skills	**SCQF 7** Use standard applications, for example Microsoft Office applications to process and obtain a range of event management related information and data. Convey event related ideas and concepts in a well-structured, coherent form.
Autonomy, Accountability and Working with Others	**SCQF 7** Exercise some initiative and independence in carrying out the application of basic event management techniques. Work with others in the preparation of a report analysing an event from several perspectives.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Laboratory / Practical Demonstration / Workshop	12
Independent Study	152
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Bladen, C. Kennell J., Abson, E., and Wilde, N., (2017), Events Management – An Introduction(2Ed), Routledge, ISBN-10: 1138907057 also available as ebook.

Shone, A. & Parry, B., (2013) Successful event management: a practical handbook 4th Edition, Andover, Cengage Learning.

Other sources:

Bowdin, G., Allen, J., O'Toole, W., Harris, R., and McDonnell, I. (2010) Events Management. London: Butherworth-Heinemann.

Page, S. and Getz, D. (2016), Event Studies: Theory, research and policy for planned events (Events Management) 3 Ed, Routledge, ISBN-10: 1138899151

EventScotland Practical Guide

The Purple Guide

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

The university is committed to providing a supportive learning environment that actively facilitates student success. In this module, there is a high degree of student-led flexibility. You are academically engaged if you are regularly engaged with scheduled live sessions on-campus and online, including engaging with online learning activities in your own time, course-related learning resources, and with timely completion and submission of assessments.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate. Module materials comply with University guidance on inclusive learning and teaching, and specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Marketing, Innovation, Tourism Events**
Overall Assessment Results	**Graded**
Module Eligible for Compensation	☒ **Yes** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**

School Assessment Board	MITE
Moderator	Adam Talbot
External Examiner	Natalie Semley
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Class Test (20%)
Assessment 2
Individual Report (80%)
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Class Test	☒	☒	☐	☐	☐	20%	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Individual Report	☐	☐	☒	☒	☐	80%	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**
