Module Descriptor

Title	Event Design and Safety		
Session	2026/27	**Status**	Approved
Code	TOUR08013	**SCQF Level**	8
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Jenny Flinn		

Summary of Module

This module will introduce students to the concepts of event design and safety. The module will first examine the increasing importance of experiences within contemporary society, exploring the ways in which events and experiences are utilised as a means to deliver specific outcomes for a range of stakeholders. During this part of the module, students will be introduced to the concepts of event and experience design, gaining an understanding as to how to design, manage and evaluate experiences in a range of settings. The module will then examine how events and experiences can be designed and managed in such a way as to ensure that they are safe. Students will be introduced to the core concepts of risk management, risk assessment, crowd management, crisis management and emergency planning, as well as the legislative and legal aspects pertinent to managing events safely. By the end of this module students will be able to design events and experiences that are creative, meet the needs of their stakeholders and can be delivered in a safe and secure manner.

Exhibit an understanding of the nature of event experiences and growing importance of experiential event consumption

Demonstrate an understanding of the importance of creativity and experience design and be able to apply this in a range of business settings

Develop an appreciation of the practicalities of managing experiences successfully

Evaluate and analyse the success of event and experience design

Understand the concept of risk and demonstrate an understanding of the principles of risk management for events

Identify and understand key legislation relating to the management of risk for events

Understand the process of risk assessment in a variety of event settings

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	Understand and appreciate the concepts of creativity, event design and experience design and their role in creating unique environments, products and services
L2	Evaluate the implementation of event and experience design in a range of relevant settings
L3	Demonstrate an in-depth understanding of the key elements of risk management for events and principles of assessing risk
L4	Appraise crisis management responses relating to previous event related incidents and make recommendations as to how such occurrences could have been avoided
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 8** Demonstrate understanding of the key principles of event and experience design. Demonstrate understanding of the principles of risk management for events.
Practice: Applied Knowledge and Understanding	**SCQF 8** Apply the theory of experiential event design to practical event case studies.

[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 a range of skills, tools and techniques to understand and appraise risk in a variety of event related settings.
Generic Cognitive skills	**SCQF 8** Reflect upon and appraise the application of experiential event design techniques in relevant event related settings. Draw upon case studies and practical examples to evaluate event incidents, issues and problems.
Communication, ICT and Numeracy Skills	**SCQF 8** Apply a range of communications methods and information technology in support of event design and safety.
Autonomy, Accountability and Working with Others	**SCQF 8** Work both individually and in groups in practical tutorial based activities. Take responsibility for completion of own work.

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	18
Tutorial / Synchronous Support Activity	18
Asynchronous Class Activity	24
Independent Study	140
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Berridge, G. (2007) Events Design and Experience. Oxford: Butterworth: Heinemann. Silvers, J. (2008) Risk Management for Meetings and Events. Oxford: Elsevier.

Sundbo. J., & Sørensen, F. (Eds.). (2013) Handbook of the Experience Economy. Cheltenham: Edward Elgar Publishing Limited.

Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via the VLE.

(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	M Khodadadi
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
Individual Report (60%)
Assessment 2
Presentation (40%)
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**
Individual Report	☒	☒	☐	☐	☐	60	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Presentation	☐	☐	☒	☒	☐	40	
Combined total for all components						100%	hours

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		

Change Control

What	**When**	**Who**