Module Descriptor

Title	Global Trends In Events		
Session	2025/26	**Status**	
Code	TOUR10014	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Masood Khodadadi		

Summary of Module

This module provides an opportunity to critically review current trends in the events sector including a consideration of trend and impact analysis. Students will examine the contemporary issues and trends across different events sectors such as: commercial business, arts and entertainment, sports and leisure.

The module will examine research and analytical models to assess the actual and potential challenges presented by the key trends in events. Trends are considered in terms of design, operation, impact analysis, audiences, venues, communications media, technology and strategic management. Case study analysis will be used to explore the changing nature of recurring events and development opportunities for event production.

- Analysis of current trends in the events industry
- Review of events industry responses to current trends
- Appraisal of contemporary issues that may affect events

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)	

[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

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	Critically analyse the nature of current trends in the events industry in a given context.
L2	Evaluate the events industry responses to the challenges presented by current trends.
L3	Critically assess contemporary issues that may affect the events industry in the future.
L4	
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 10** Exhibit an understanding of current trends in events. Demonstrate a critical understanding of the responses made by the events sector in response to emerging trends. Demonstrate critical awareness of contemporary issues that may impact the Events industry.
Practice: Applied Knowledge and Understanding	**SCQF 10** Apply knowledge and use the necessary skills to identify the current trends in the Events industry. Use analysis techniques to examine related event issues in past and upcoming events.
Generic Cognitive skills	**SCQF 10** Identify and analyse event management trends and impact analysis problems and issues Draw on a range of sources to help identify solutions to event management challenges posed by current trends. Critically evaluate and synthesise ideas, concepts, information and issues, drawing on a range of sources in coming to particular conclusions regarding international events.
Communication, ICT and Numeracy Skills	**SCQF 10** Collect, interpret, use and report complex data regarding the Events industry. Communicate effectively and appropriately in interpretation of complex primary materials and make effective use of information technology applications to present documents in an appropriate form.
Autonomy, Accountability	**SCQF 10**

and Working with Others	Exercise autonomy and initiative in module study activities in so far as they relate to current trends and contemporary issues in events. Work both individually and in groups in practical tutorial based activities. Reflect on the relationship with other modules and develop and practice individual and collective responsibility for learning.

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	12
Tutorial / Synchronous Support Activity	24
Independent Study	164
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Andrews, H. & Leopold, T. (2013) Events and the Social Sciences. London: Routledge. Ferdinand, N. & Kitchen, P. (2012) Events Management: An International Approach. London: Sage Publications. Foley, M., McGillivray, D. & McPherson, G. (2011) Event Policy: from theory to strategy. London: Routledge.
(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:** Students are expected to engage based on the attendance and engagement policy above

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. The Equality, Diversity and Human Rights policy underpins student engagement. We aim to make UWS a fair and equal place to study an institution which addresses specific issues covering all aspects ofequality, diversity and human rights. Where required module assessment will be adapted to meet student requirements.
(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	**Please select**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☒ **Yes** ☐ **No** **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	Marketing, Innovation, Tourism & Events
Moderator	Jenny Flinn
External Examiner	N. Semley
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Presentation
Assessment 2
Case Study Report
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**
Presentation	☒	☐	☐	☐	☐	30	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Case Study Report	☐	☒	☒	☐	☐	70	

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**