Module Descriptor

Title	Live Event Delivery		
Session	2026/27	**Status**	
Code	TOUR08015	**SCQF Level**	8
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Briony Sharp		

Summary of Module

his module allows students to engage with the process of event management planning and the practice of delivering a live event. Students will firstly develop knowledge and skills relating to the creation and planning of events, allowing them to design and develop feasible event concepts that meet the requirements of relevant stakeholders. Students will then put this learning into practice via the delivery of a live event, enabling them to gain practical skills relating to project management, event production and delivery, and team working. Finally, students will be required to engage in a critical appraisal of the processes utilised in the development and delivery of their live events, thus encouraging them to understand the importance of event evaluation.

The module will cover the following topics:

The event planning process

Project planning and management

Management of resources for event production and delivery

Event evaluation

Module Delivery Method	**On-Campus[1]**	**Hybrid[2]**	**Online[3]**	**Work -Based Learning[4]**
	☒	☐	☐	☐

[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

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	Use appropriate event planning and market research techniques to demonstrate demand for a specific event
L2	Demonstrate and apply the processes involved in event planning and delivery
L3	Apply appropriate operational procedures to a specific planned event
L4	Reflect upon and evaluate the event planning and management process
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** Exhibit an outline knowledge and understanding of event planning techniques. Understand the role and importance of event design and logistics for successful event management. Recognising appropriate issues and techniques in event operations. Awareness of ethical business practice and operational challenges in the industry context.
Practice: Applied Knowledge and Understanding	**SCQF 8** Undertake routine lines of enquiry into planning issues in specific events. Interpersonal communication required in the event service sector through team and individual activities. Prepare solutions to identified operational challenges in a professional manner through practical application by organizing an event.
Generic Cognitive skills	**SCQF 8** Use a range of approaches to identify a variety of customer and business event needs and formulate evidence based solutions. Simple problem-solving techniques to identify a variety of customer and business operational needs
Communication, ICT and Numeracy Skills	**SCQF 8** Use a range of standard software applications (Word, Excel and PowerPoint) to process and present event planning and budgeting.

	A range of communications methods and information technology for events and other business applications.
Autonomy, Accountability and Working with Others	**SCQF 8** Work using current event management practice under guidance. Exercise autonomy and initiative in a number of event design and planning activities in a professional manner. Working with others to develop the fundamental skills associated with the analysis of operations. Develop and practice individual and collective responsibility for effective performance within a team environment

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
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: Bladen, C., Kennell, J. and Abson, E., (2017) Events Management: An Introduction 2nd Edition. London: Routledge. Dowson, R. and Bassett, D. (2015) Event Planning and Management: a practical handbook for PR and Events Professionals. London: Kogan Page.

EventScotland (2019) A Practical Guide to Managing Your Event. Edinburgh: EventScotland.

Shone, A. & Parry, B., (2019) Successful Event Management: a practical handbook 5th Edition. Andover: Cengage Learning.

(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, attendance is expected and communicated in attendance if you will not be in your timetabled classes. 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	Jenny Flinn
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
Presentation **20%**
Assessment 2
Portfolio of Practical Work **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**
Presentation	☒	☐	☐	☐	☐	20	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Portfolio of Practical Work	☐	☒	☒	☒	☐	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