Session: 2023/2024

Title of Module: Live Event Production			
Code: TOUR08009	**SCQF Level: 8 (Scottish Credit and Qualifications Framework)**	**Credit Points: 20**	**ECTS: 10 (European Credit Transfer Scheme)**
School:	School of Business and Creative Industries		
Module Co-ordinator:	Jacqui Greener		

Summary of Module
This module aims to produce creative, confident, enterprising and reflective learners capable of planning a successful event which will achieve its stated objectives. The module examines the context in which events take place and develop, e.g. place / venue, private, public and voluntary sector, government policy, motivation for events, opportunities for and barriers to event development, funding, support and sponsorship, the role of the media and political aspects. Students will investigate, identify and examine event risk and health and safety issues by reference to existing live events. The module then investigates the event planning process, and includes an outline of a project management approach to events. The need for short, medium and long term planning is also discussed as are event planning techniques, the need for accurate information, resource identification, record keeping and research. The importance of writing event plans and proposals is emphasised and the preparation of bids and competitive bidding processes introduced. The students will form into groups in order to focus on practical application and the delivery and evaluation of an event of their choice.   - Events environment including relevant authorities, agencies and other partners, including charitable / 3rd sector organisations.   - Event planning approaches required to stage a live event. The planning process seeks to enhance and encourage the use of enterprise and creativity in identifying potential events.   - Management of resources for event production: including finance, people, marketing, and logistics.   - Risk management and safety of staging live events   - Evaluation of event: including stakeholder experiences, achievement of objectives and group dynamics.

Module Delivery Method					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**Hybrid 0**	**Work-Based Learning**
☐	☒	☐	☐	☐	☐

See Guidance Note for details.

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
☒	☐	☐	☐	☐	☐	Add name

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	☒	Term 2	☒	Term 3	☐

Learning Outcomes: (maximum of 5 statements)
These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.
At the end of this module the student will be able to:

L1	Analyse the environment within which events occur
L2	Use appropriate event planning and market research techniques to demonstrate demand for a specific event
L3	Apply appropriate operational and evaluation procedures to a specific planned event
L4	Appraise individual and group roles in relation to achieving event management objectives

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 Level **8** Demonstrate a broad knowledge of the scope and defining features of the external environment surrounding events Exhibit an outline knowledge and understanding of event planning techniques Understand the role and importance of event facility 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 Level **8** Undertake routine lines of enquiry into planning issues in specific events Use a range of standard skills and techniques to review of a given event venue. Interpersonal communication required in the event service sector

	through team and individual activities. They will have the opportunity to prepare solutions to identified operational challenges in a professional manner through practical application by organizing an event.
Generic Cognitive skills	**SCQF Level 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 Level 8** Use a range of standard software applications (Word, Excel and PowerPoint) to process and present event planning data A range of communications methods and information technology for events and other business applications and will make formal presentations on mainstream topics in the subject area to a range of audiences
Autonomy, Accountability and Working with others	**SCQF Level 8** Work using current event management practice under guidance Exercise autonomy and initiative in a number of event facility design and planning activities in a professional manner. Working with others to develop the fundamental skills associated with the analysis of operations. They will be presented with scenarios to help them identify opportunities for personal and career development and they will develop and practice individual and collective responsibility for effective performance within a team environment..

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	The University's regulations for admittance to a level 8 course apply; appropriate level 7 modules or equivalent. The module is available to Events Management students only.
Co-requisites	**Module Code:**	**Module Title:**

*Indicates that module descriptor is not published.

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** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	32

Tutorial/Synchronous Support Activity	44
Asynchronous Class Activity	24
Independent Study	300
Choose an item.	
	Hours Total 400

**Indicative Resources: (eg. Core text, journals, internet access)

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, Routledge

Shone, A. & Parry, B., (2013) Successful event management: a practical handbook 4th Edition, Andover, Cengage Learning. (other editions are available in UWS libary).

EventScotland Practical Guide

The Purple Guide

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.

Click or tap here to enter text.

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Please ensure the list is kept short and current. Essential resources should be included, broader resources should be kept for module handbooks / Aula VLE.

Resources should be listed in Right Harvard referencing style or agreed professional body deviation and in alphabetical order.

(**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:

Please refer to the Academic Engagement and Attendance Procedure at the following link: Academic engagement and attendance procedure

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.

Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics.. |
| (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 and Events
Assessment Results (Pass/Fail)	Yes ☐No ☒
School Assessment Board	BCI
Moderator	Adam Talbot
External Examiner	N Semley
Accreditation Details	N/A
Changes/Version Number	

Assessment: (also refer to Assessment Outcomes Grids below)
This section should make transparent what assessment categories form part of this module (stating what % contributes to the final mark).
Maximum of 3 main assessment categories can be identified (which may comprise smaller elements of assessment).
NB: The 30% aggregate regulation (Reg. 3.9) (40% for PG) for each main category must be taken into account. When using PSMD, if all assessments are recorded in the one box, only one assessment grid will show and the 30% (40% at PG) aggregate regulation will not stand. For the aggregate regulation to stand, each component of assessment must be captured in a separate box.
Please provide brief information about the overall approach to assessment that is taken within the module. In order to be flexible with assessment delivery, be brief, but do state assessment type (e.g. written assignment rather than "essay" / presentation, etc) and keep the detail for the module handbook. Click or tap here to enter text.
Assessment 1 – Individual Report (30%)

Assessment 2 – Group Event Portfolio (50%)
Assessment 3 – Reflective Journal (20%)
(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	**Learning Outcome (1)**	**Learning Outcome (2)**	**Learning Outcome (3)**	**Learning Outcome (4)**	**Learning Outcome (5)**	**Weighting (%) of Assessment Element**	**Timetabled Contact Hours**
Individual Report	x					30%	

Component 2							
Assessment Type (Footnote B.)	**Learning Outcome (1)**	**Learning Outcome (2)**	**Learning Outcome (3)**	**Learning Outcome (4)**	**Learning Outcome (5)**	**Weighting (%) of Assessment Element**	**Timetabled Contact Hours**
Group Event Portfolio		x	x			50%	

Component 3							
Assessment Type (Footnote B.)	**Learning Outcome (1)**	**Learning Outcome (2)**	**Learning Outcome (3)**	**Learning Outcome (4)**	**Learning Outcome (5)**	**Weighting (%) of Assessment Element**	**Timetabled Contact Hours**
Reflective Journal				x		20%	
				Combined Total for All Components		**100%**	**XX hours**

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections. .	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)