Session: 2023/2024

Title of Module: Event Design and Safety			
Code: TOUR08013	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:	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

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	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	Click or tap here to enter text.

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 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 Level **8** Apply the theory of experiential event design to practical event case studies. Use a range of skills, tools and techniques to understand and appraise risk in a variety of event related settings.
Generic Cognitive skills	SCQF Level **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 Level **8** Apply a range of communications methods and information technology in support of event design and safety.
Autonomy, Accountability and Working with others	SCQF Level **8** Work both individually and in groups in practical tutorial based activities. Take responsibility for completion of own work.

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
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	18
Tutorial/Synchronous Support Activity	18
Asynchronous Class Activity	24
Independent Study	140

Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	Hours Total 200

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

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.

Click or tap here to enter text.

Click or tap here to enter text.

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)

Divisional Programme Board	Marketing, Innovation, Tourism and Events
Assessment Results (Pass/Fail)	Yes ☐No ☒
School Assessment Board	BCI
Moderator	Jacqui Greener
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 – Report (60%)

Assessment 2 – Presentation (40%)
Assessment 3 – Free Text
(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**
Report	x	x				60%	18

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**
Presentation			x	x		40%	12

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**
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)