University of the West of Scotland

Module Descriptor

Title of Module: Staging an Event			
Code: TOUR08014	**SCQF Level: 8 (Scottish Credit and Qualifications Framework)**	**Credit Points: 40**	**ECTS: 20 (European Credit Transfer Scheme)**
School:	School of Business & 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 enables students to explore events management academic and professional practice, providing the opportunity to identify skills and attributes required for their future career. Students will form into groups for the practical activities of planning, staging and evaluating an event of their choice. This collaborative working experience provides the opportunity to evaluate their individual contributions and the group dynamics of the team, and to reflect on their professional development plans for the future.

The module examines the event planning process in detail, 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. This module builds on the topics covered in the Event Design and Safety module where students investigate, identify and examine event risk and health and safety issues by reference to existing live events.

The module investigates the following topics.

- 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 and achievement of objectives.

- Appraisal of Professional Skills and Attributes of event managers, evaluation of individual contributions and group dynamics, reflection on future skills development needs.

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

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	Develop a personal development plan of professional events management skills and attributes identifying short, medium and long term goals.
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	Evaluate personal contribution to the group project of staging an event, reflecting on professional development plans for the future.
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. Understand the principles of professional development planning and setting of personal goals. 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 and budgeting 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. The collaborative working activities will produce 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:	
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	Student Learning Hours (Normally totalling 200

	hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
undertaken to achieve the module learning outcomes are stated below:	
Lecture/Core Content Delivery	32
Tutorial/Synchronous Support Activity	44
Personal Development Plan	46
Asynchronous Class Activity	24
Independent Study	254
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

Dowson, P. (2015) Personal and professional development for business students, SAGE Publications.

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

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:

Free Text – to add detail

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 Events
Assessment Results (Pass/Fail)	Yes ☐No ☒
School Assessment Board	MITE
Moderator	Briony Sharp
External Examiner	N Semley
Accreditation Details	e.g. ACCA Click or tap here to enter text.
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 Reflective Journal and Personal Development Plan 50% of the module
Assessment 2 Group Event Portfolio - 50% of the module (includes Concept Presentation 15% and Event Delivery Plan 35%)
(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**
Portfolio of written work	x			x		50	

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**
Portfolio of practical work		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**
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)