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MODULE DESCRIPTOR

Module Title

The Events Industry: Context And Operations

Reference	BS1329	Version	2
Created	April 2017	SCQF Level	SCQF 7
Approved	August 2016	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

The aim of this module is to introduce students to the Events Industry as a whole. It will provide a foundation of knowledge to build upon in future speciality modules and develop understanding of the operational requirements for planning and delivering events.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Describe and evaluate the development and current structure of the events industry.
- 2 Summarise academic typologies and classifications segmenting the events industry, examining issues of production, consumption and policy.
- 3 Investigate and critically appraise the event management process, from planning through to delivery.
- 4 Demonstrate an ability to apply concepts to a practical setting, via the completion of a specific case study.

Indicative Module Content

History and development of events management; nature and scope of the industry; typologies of events; the demand for events; issues of production and consumption; event strategies; event impacts; event industry careers; the future of events management; event operations; event programming; events and finance; event marketing; events and risk; events and HRM; event staging; event logistics; event project management.

Module Delivery

This will involve lectures supported by interactive tutorials and workshops, guest speakers and event-based case studies.

Indicative Student Workload	Full Time	Part Time
Contact Hours	80	80
Non-Contact Hours	220	220
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	40%	Outcomes Assessed:	1, 2
Description:	Group presentation focusing on the characteristics and challenges of one category of events, within the wider events industry typology.				

Component 2

Type:	Coursework	Weighting:	60%	Outcomes Assessed:	3, 4
Description:	Individual case-study based report, examining operational issues particular to that event.				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The Module is assessed by two components: C1 - Presentation - 40% weighting. C2 - Coursework - 60% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	At least 70% on weighted aggregate and at least 35% in each component
B	At least 60% on weighted aggregate and at least 35% in each component
C	At least 50% on weighted aggregate and at least 35% in each component
D	At least 40% on weighted aggregate and at least 35% in each component
E	At least 35% on weighted aggregate
F	Less than 35% on weighted aggregate
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None in addition to SCQF level 7 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 BOWDIN, G. et al, 2010. *Events management*. 3rd ed. Oxford: Butterworth-Heinemann.
- 2 GETZ, D., 2016. *Event studies*. Amsterdam: Butterworth-Heinemann.
- 3 EVENTSCOTLAND, 2006. *Event management: a practical guide*. Edinburgh: EventScotland.
- 4 RAJ, R. et al, 2013. *Events management: principles and practice*. Los Angeles: Sage.
- 5 SHONE, A. and PARRY, B., 2010. *Successful event management*. London: Cengage Learning.
- 6 TUM, J., NORTON, P. and WRIGHT, J.N., 2006. *Management of event operations*. Amsterdam: Butterworth-Heinemann.