ROBERT GORDON UNIVERSITY ABERDEEN

This Version is No Longer Current
The latest version of this module is available here

MODULE DESCRIPTOR

Module Title

Events Management

Reference	BS3105	Version	9
Created	June 2018	SCQF Level	SCQF 9
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To provide the student with the ability to appraise the complexities of events management, focussing on pre, real-time and post event management. This will be integrated with core operations management and service quality theories. The module will give students an in-depth understanding of the nature of events, the social, cultural and economic significance of events and the unique challenges of managing such activity.

Learning Outcomes for Module

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

1	Critically appraise and apply event management theory through the development of a detailed event proposal.
2	Critically discuss the social, cultural, environmental and economic significance and impact of the events industry.
3	Critically evaluate the impacts of an event on the wider environment.

Indicative Module Content

Conceptualising Events, Scoping the Events Industry; Event Conceptualising and Design; Event Feasibility; Project Management for Events; Events and Finance; Events and Sponsorship; Events and Marketing; Events and Digital Media; Events and Risk; Legal Issues in Events; Events and HRM; Pitching and Bidding; Event Logistics; Staging Events; Events and Sustainability; Measuring Event Impacts; Symbolic Consumption & Experience Economies; Globalisation and Events; Future Issues in Events Management

Module Delivery

Key concepts will be introduced and illustrated via lectures. Opportunities to operationalise this learning will be given via practical tasks in workshop sessions,and the opportunity to discuss and apply theory in tutorials.Guest speakers,directed reading and discussion board tasks will supplement the core contact hours.

Module Ref:	BS3105 v9

Indicative Student Workload

	Full Time	Part Time
Contact Hours	32	N/A
Non-Contact Hours	118	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
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:	100%	Outcomes Assessed:	1, 2, 3
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The Module is assessed by one component. C1 - Report - 100%. 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.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1 BOWDIN, G.A.J. et al. 2011. *Events management.* 3rd ed. Oxford: Elsevier Butterworth-Heinemann. *ebook*

2 CASE, R., 2013. *Events and the environment.* London: Routledge.

3 EVENTSCOTLAND, 2006. *Events management: a practical guide.* Edinburgh: EventScotland.

4 PINE, B.J. and GILMORE, J.H., 2011. *The experience economy.* Boston: Harvard Business Press.

5 RICHARDS, G. and PALMER, R., 2012. *Eventful cities.* London: Routledge. *ebook*

6 SHONE, A. and PARRY, B., 2013. *Successful event management: a practical handbook.* 4th ed. London: Thomson Learning.