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MODULE DESCRIPTOR

Module Title

Live Festival Management

Reference	BS3970	Version	2
Created	April 2017	SCQF Level	SCQF 9
Approved	August 2015	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

To give the student the relevant academic and practical skills to enable the effective planning, organisation and execution of a Live Event.

Learning Outcomes for Module

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

1	Identify and apply appropriate event planning and operational skills through the delivery of a live event.
2	Plan and deliver an event following a brief.
3	Demonstrate a capacity to professionally initiate, negotiate and service commercial and social contracts with industrial partners or local organisations.
4	Demonstrate an ability to work collaboratively with a range of internal and external event stakeholders.

Indicative Module Content

In this module students will engage with both the process of event management planning techniques, and the practice of staging a live event. This event must be targeted to a specific audience and will follow a brief. The range of opportunities available to students with regards to their event requires that each group must negotiate the specific event content and format with the module leader in order to ensure consistency in standards and quality.

Module Delivery

Key concepts are introduced and illustrated through lectures, directed reading and seminars. The students' understanding is further enhanced through student-centred learning exercises, open workshops and industry liaison. The students will then plan, organise and run a live event.

This module is largely self-directed study and practice based, with workshops and lectures aiding the progress of the event with practical advice and academic underpinning.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	84	84
Non-Contact Hours	216	216
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:	100%	Outcomes Assessed:	1, 2, 3, 4

Description: Assessment of this module consists of a portfolio of group work. Students will undertake three pieces of work: a pitch, delivery of a live event, and an individual reflective piece.

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

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

INDICATIVE BIBLIOGRAPHY

1   BOWDIN, G. et al., 2011. *Events management.* 3rd ed. Oxford: Butterworth-Heinemann. *Ebook*

2   RAJ, R., WALTERS, P. and RASHID, T., 2009. *Events management: an integrated and practical approach.* London: Sage.

3   SHONE, A. and PARRY, B., 2010. *Successful events management: a practical handbook.* 3rd ed. Andover: Cengage.

4   YEOMAN, I. et al., 2012. *Festival and events management.* London: Routledge.