ROBERT GORDON
UNIVERSITY ABERDEEN

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MODULE DESCRIPTOR

Module Title

The Main Event

Reference	BS4999	Version	4
Created	April 2017	SCQF Level	SCQF 10
Approved	May 2013	SCQF Points	30
Amended	June 2017	ECTS Points	15

Aims of Module

The aim of this module to give students an opportunity to demonstrate their complete understanding of the practical aspects of event management via the planning, delivery and evaluation of a live charitable event.

Learning Outcomes for Module

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

1	Demonstrate an ability to critically evaluate the feasibility of event concepts and develop comprehensive proposals from such processes.
2	Demonstrate a critical understanding of appropriate professional practices and actions via the production and management of a live event.
3	Demonstrate an ability to critically reflect upon their own professional practice and that of others in a live project setting.

Indicative Module Content

event management, event design, event marketing, event finance, event project management, event logistics, event delivery, event evaluation, event sponsorship, reflective practice

Module Delivery

This module is primarily student led, with students receiving supervision from both an academic mentor and an industry-based specialist.

Indicative Student Workload	Full Time	Part Time
Contact Hours	30	30
Non-Contact Hours	270	270
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:	25%	Outcomes Assessed:	1

Description:	An event proposal. The final grade will be allocated using an aggregated marking scheme. It is expected that component 1 will be completed as a group task of which all groups members are expected to contribute equally towards. Contribution will be assessed on attendance and observation of performance by a staff mentor.

Component 2

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	2

Description:	Delivery of a live event. The final grade will be allocated using an aggregated marking scheme. It is expected that component 2 will be completed as a group task of which all groups members are expected to contribute equally towards. Contribution will be assessed on attendance and observation of performance by a staff mentor.

Component 3

Type:	Coursework	Weighting:	25%	Outcomes Assessed:	3

Description:	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.
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	EVENTSCOTLAND, 2006. *Events management: a practical guide.* Edinburgh: EventScotland.
3	SHONE, A., and PARRY, B., 2010. *Successful event management: a practical handbook.* 3rd ed. London: Thomson Learning.