ROBERT GORDON UNIVERSITY ABERDEEN

This Version is No Longer Current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

MODULE DESCRIPTOR

Module Title

The Events Industry: Context And Operations

Reference	CB1329	Version	1
Created	January 2020	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	30
Amended	June 2018	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 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				

Component 2

Type:	Coursework	Weighting:	60%	Outcomes Assessed:	3, 4
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 40% weighting of C1 and 60% weighting of C2 components. An overall minimum grade D is required to pass the module.

		Coursework:						
		A	B	C	D	E	F	NS
Coursework:	A	A	B	B	C	C	E	
	B	A	B	C	C	D	E	
	C	B	B	C	D	D	E	
	D	B	C	C	D	E	E	
	E	C	C	D	D	E	F	
	F	E	E	E	E	E	F	
	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. et al, 2023. *Events management.* 4th ed. Taylor & Francis Group. ebook
2	GETZ, D., 2016. *Event studies.* Amsterdam: Butterworth-Heinemann.
3	EVENTSCOTLAND, 2006. *Event management: a practical guide.* Edinburgh: EventScotland.
4	RAJ, R. et al, 2022. *Events management: principles and practice.* 4th Ed. Oxford: Goodfellow Publishers Ltd. ebook.
5	SHONE, A. and PARRY, B., 2019. *Successful event management.* 5th Eds. London: Cengage Learning. ebook
6	TUM, J., NORTON, P. and WRIGHT, J.N., 2006. *Management of event operations.* Amsterdam: Butterworth-Heinemann.