MODULE DESCRIPTOR

Module Title

The Events Industry: Context And Operations

Reference	CB1329	Version	3
Created	February 2024	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	30
Amended	April 2024	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 management of the events industry.
2	Summarise academic typologies and classifications segmenting the events industry and examine key issues.
3	Understand and investigate event management process, from planning through to delivery.
4	Demonstrate an ability to apply concepts to a practical setting.

Indicative Module Content

Development of events management; nature and scope of the industry; typologies of events; the demand for events; 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. This module aligns with United Nations Sustainable Development Goal 12: Responsible Consumption and Production. It also engages with UNESCO'S Development Anticipatory and Collaboration competencies in terms of being able to learn from others; to understand and respect the needs, perspectives and actions of others and to deal with risks and changes.

Module Delivery

This will involve lectures supported by interactive tutorials and workshops, and relevant industry engagement.

Indicative Student Workload	Full Time	Part Time
Contact Hours	80	N/A
Non-Contact Hours	220	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	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, 4
Description:	Individual and Group Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve an B in C1.
C	The student needs to achieve an C in C1.
D	The student needs to achieve an D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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.