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MODULE DESCRIPTOR

Module Title

Risk, Sponsorship And Fundraising In The Events Industry

Reference	CB2503	Version	2
Created	November 2017	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To enable students to develop an understanding of the management of risk, sponsorship and fundraising in the events industry.

Learning Outcomes for Module

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

- 1 Review dimensions of risk and understand the risk assessment process
- 2 Demonstrate understanding of the importance of risk management and the role of contingency planning
- 3 Appraise and discuss current sponsorship and fundraising theory and its implementation within the events industry
- 4 Examine contemporary issues in relation to the organisational and societal impacts of sponsorship and fundraising practices.

Indicative Module Content

Definition of Risk and Risk Management; Categories of Risk; Financial, Strategic, Operational and Hazards; Crowd Behaviour and Management; Defining Sponsorship and Fundraising; Sourcing Sponsors; Proposals and Pitching; Managing Stakeholders; Evaluation and Monitoring.

Module Delivery

Key concepts are delivered via lectures and supported through interactive tutorials. A series of provided readings will encourage students to further their understanding.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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 Written Assessment

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., et al. 2023. *Events management*. 4th ed. London: Routledge.
- 2 MASTERMAN, G., 2007. *Sponsorship for return on investment*. Oxford: Elsevier.
- 3 SILVERS, J.R., 2008. *Risk management for meetings and events*. Amsterdam: Elsevier Butterworth Heinemann.
- 4 SKINNER, B.E. and RUKAVINA, V., 2002. *Event sponsorship*. New York: Wiley.
- 5 TARLOW, P.E., 2002. *Event risk management and safety*. New York: Wiley.