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## MODULE DESCRIPTOR

### Module Title

Risk, Sponsorship And Fundraising In The Events Industry

Reference	CB2503	Version	3
Created	January 2020	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	June 2020	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 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:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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.