

## MODULE DESCRIPTOR

### Module Title

Risk, Sponsorship And Fundraising In The Events Industry

Reference	CB2503	Version	5
Created	February 2024	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	April 2024	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 Demonstrate understanding in the importance of risk and contingency management as well as the risk assessment process.
- 2 Identify and evaluate sponsorship practice and management within the events industry.
- 3 Understand and appraise fundraising processes and legalities within the events industry.
- 4 Demonstrate the value and importance for risk, fundraising and sponsorship in a practical context.

### 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. This module engages students with the UNESCO'S Development Anticipatory and Strategic Competency in terms of being able to evaluate and understand multiple futures, deals with risks and changes, and the ability to develop innovative actions that further sustainability.

### 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	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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 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:
<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.