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## MODULE DESCRIPTOR

### Module Title

Live Festival Management

Reference	CB3970	Version	1
Created	January 2020	SCQF Level	SCQF 9
Approved	June 2018	SCQF Points	30
Amended	June 2018	ECTS Points	15

### Aims of Module

To give the student the relevant academic and practical skills to enable the effective planning, organisation and execution of a Live Event.

### Learning Outcomes for Module

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

- 1 Identify and apply appropriate event planning and operational skills through the delivery of a live event.
- 2 Plan and deliver an event following a brief.
- 3 Demonstrate a capacity to professionally initiate, negotiate and service commercial and social contracts with industrial partners or local organisations.
- 4 Demonstrate an ability to work collaboratively with a range of internal and external event stakeholders.

### Indicative Module Content

In this module students will engage with both the process of event management planning techniques, and the practice of staging a live event. This event must be targeted to a specific audience and will follow a brief. The range of opportunities available to students with regards to their event requires that each group must negotiate the specific event content and format with the module leader in order to ensure consistency in standards and quality.

### Module Delivery

Key concepts are introduced and illustrated through lectures, directed reading and seminars. The students' understanding is further enhanced through student-centred learning exercises, open workshops and industry liaison. The students will then plan, organise and run a live event.

This module is largely self-directed study and practice based, with workshops and lectures aiding the progress of the event with practical advice and academic underpinning.

Indicative Student Workload	Full Time	Part Time
Contact Hours	84	84
Non-Contact Hours	216	216
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
<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:	Group and 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. *Ebook*
- 2 RAJ, R., WALTERS, P. and RASHID, T., 2009. *Events management: an integrated and practical approach*. London: Sage.
- 3 SHONE, A. and PARRY, B., 2019. *Successful events management: a practical handbook*. 5th ed. Andover: Cengage.
- 4 YEOMAN, I. et al., 2012. *Festival and events management*. London: Routledge.