

MODULE DESCRIPTOR

Module Title

Live Festival Management

Reference	CB3970	Version	2
Created	February 2024	SCQF Level	SCQF 9
Approved	June 2018	SCQF Points	30
Amended	April 2024	ECTS Points	15

Aims of Module

To give the student the relevant academic and practical skills to enable the effective planning, organisation, execution and evaluation of a live event following a set festival strategy.

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 in a festival format.
- 2 Plan and deliver an event following a brief.
- 3 Identify and demonstrate a capacity to professionally initiate, negotiate and service commercial and social contracts with industrial partners or local organisations.
- 4 Identify and demonstrate an ability to work collaboratively with a range of internal and external event stakeholders.
- 5 Engage in reflection and evaluation in the application of theory to design, planning and delivery of their Live Festival Management project.

Indicative Module Content

In this module students will engage with the process of event strategy management as well as operational planning techniques, leading to the delivery of a live event as part of a festival. The event must be targeted to a specific audience and will follow a set brief. The range of opportunities available to students with regard to their event requires that groups must negotiate the specific event content and format with module leader to ensure consistency with industry and university standards, wider environmental risk (incl. contingency needs) and quality control. This module engages with UNESCO'S Education for Sustainable Development Integrated Problem-Solving, Self-Awareness, Systems Thinking and Anticipatory competencies. This is because the module allows students to work with and learn from others, conceptualise, plan, organise and deliver an event engaging with a range of stakeholders, make decisions, question norms, deal with uncertainty, recognise and build relationships, reflect and evaluate and engage in problem solving activities throughout the process.

Module Delivery

Key concepts are introduced and illustrated through lectures, directed reading and interactive 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 which they will then evaluate.

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, 5
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:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a 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. 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.