MODULE DESCRIPTOR

Module Title

Main Event 1: Planning and Delivery

Reference	CB4013	Version	1
Created	April 2018	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

The aim of this module is to give students an opportunity to demonstrate their complete understanding of the practical aspects of event management via the planning and delivery of a live charitable event.

Learning Outcomes for Module

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

1	Demonstrate an ability to critically evaluate the feasibility of event concepts and develop comprehensive proposals for such processes.
2	Demonstrate the ability to manage and record individual progress through the regular reporting of event planning activities.
3	Demonstrate a critical understanding of appropriate professional practices and actions via the production and management of a live event.

Indicative Module Content

event management, event design, event marketing, event finance, event project management, event logistics, event delivery, event sponsorship, event fundraising

Module Delivery

This module is primarily student led, with students receiving supervision from both an academic mentor and an industry-based specialist.

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
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	30%	Outcomes Assessed:	1
Description:	Group Presentation				

Component 2

Type:	Coursework	Weighting:	70%	Outcomes Assessed:	2, 3
Description:	Group Practical Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is examined via two components. An event proposal (30%) and the delivery of a live event (70%). Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70%
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.A.J., et al. 2011. *Events management.* 3rd ed. Oxford: Elsevier Butterworth-Heinemann. ebook

2 EVENTSCOTLAND, 2006. *Events management: a practical guide.* Edinburgh: EventScotland.

3 SHONE, A., and PARRY, B., 2010. *Successful event management: a practical handbook.* 3rd ed. London: Thomson Learning.