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MODULE DESCRIPTOR

Module Title

Main Event 2: Analysis and Evaluation

Reference	CB4014	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 critically analyse and evaluate the successes, challenges and impact of a live event.

Learning Outcomes for Module

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

- 1 Demonstrate an ability to critically reflect upon their own professional practice and that of others in a live project setting.
- 2 Demonstrate an ability to analyse and evaluate event impacts in a live project setting.
- 3 Demonstrate the ability to apply relevant theory to critique the planning, delivery and evaluation of an event.

Indicative Module Content

event evaluation, reflective practice, event impacts

Module Delivery

This module is primarily student led, with students receiving supervision and guidance from an academic mentor.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	24	N/A
Non-Contact Hours	126	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
 Description: Individual Written Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

This module is assessed by one component, an individual evaluation and reflective report (100%). 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 GETZ, D., AND PAGE, S. 2016. *Event Studies: Theory, research and policy for planned events*. 3rd ed. Oxon: Routledge.
- 3 SHONE, A., and PARRY, B., 2010. *Successful event management: a practical handbook*. 3rd ed. London: Thomson Learning.
- 4 YEOMAN, I., ROBERTSON, M., ALI-KNIGHT, J., DRUMMOND, S. and MCMAHON-BEATTIE, U. eds., 2012. *Festival and events management*. Routledge.