

## MODULE DESCRIPTOR

### Module Title

Live Client Event Project 1: Planning & Delivery

|           |               |             |         |
|-----------|---------------|-------------|---------|
| Reference | CB4033        | Version     | 2       |
| Created   | February 2024 | SCQF Level  | SCQF 10 |
| Approved  | December 2020 | SCQF Points | 15      |
| Amended   | April 2024    | 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 strategic aspects of event management via the planning and delivery of a live client event project.

### Learning Outcomes for Module

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

- 1 Develop a plan to achieve specified objectives in response to client needs.
- 2 Demonstrate an ability to critically evaluate and assess an event-based scenario through the delivery of a strategic consultancy project.
- 3 Demonstrate effective client liaison and the ability to manage and record individual progress through the regular reporting of activity.

### Indicative Module Content

This module engages with the following content: strategic event management, campaign development, event fundraising, event design, event marketing, event finance, event project management, event logistics, event delivery, event sponsorship. This module engages students with UNESCO'S Education for Sustainable Development Integrated Problem-Solving, Self Awareness, Systems Thinking , Critical Thinking, Collaboration, Strategic 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.

### 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       |
| <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: | Group and Individual Portfolio Assessment |            |      |                    |         |

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D.

| 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 YEOMAN, I. et al., 2012. Festival and events management. London: Routledge.
- 2 BOWDIN, G. et al., 2023. Events management. 4th ed. London: Routledge. Ebook
- 3 FOLEY, M., MCGILLIVRAY, D. and MCPHERSON, G., 2012. Event policy: From theory to strategy. Routledge.
- 4 O'TOOLE, W., 2010. Events feasibility and development. Routledge.
- 5 VAN NIEKIRK, M. and GETZ, D., 2019. Event Stakeholders: Theory and Methods for Event Management and Tourism. Goodfellow Publishers, Limited.
- 6 RAJ, R., WALTERS, P. and RASHID, T., 2017. Events management: principles and practice. Sage.
- 7 RAJ, R. and MUSGRAVE, J. eds., 2009. Event management and sustainability. Cabi.
- 8 RICHARDS, G. and PALMER, R., 2012. Eventful cities. Routledge.