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## MODULE DESCRIPTOR

### Module Title

Live Client Event Project 2: Analysis & Evaluation

|           |               |             |         |
|-----------|---------------|-------------|---------|
| Reference | CB4034        | Version     | 1       |
| Created   | October 2020  | SCQF Level  | SCQF 10 |
| Approved  | December 2020 | 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 project, and their own professional development.

### Learning Outcomes for Module

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

- 1 Demonstrate the ability to apply relevant theory and research towards event strategy development and evaluation.
- 2 Demonstrate an ability to analyse and evaluate event impacts in a live project setting.
- 3 Demonstrate an ability to critically reflect upon their own professional development.

### Indicative Module Content

event evaluation, reflective practice, event impacts, campaign management

### 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  | 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:                                  |
|--------------|--|
| <b>A</b>     | 70%  |
| <b>B</b>     | 60-69%   |
| <b>C</b>     | 50-59%   |
| <b>D</b>     | 40-49%   |
| <b>E</b>     | 35-39%   |
| <b>F</b>     | 0-35%  |
| <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 FOLEY, M., MCGILLIVRAY, D. and MCPHERSON, G., 2012. Event policy: From theory to strategy. Routledge.
- 3 RAJ, R. and MUSGRAVE, J. eds., 2009. Event management and sustainability. Cabi.
- 4 RICHARDS, G. and PALMER, R., 2012. Eventful cities. Routledge.