

MODULE DESCRIPTOR

Module Title

Live Client Event Project 2: Analysis & Evaluation

Reference	CB4034	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 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

This module engages with the following content: event evaluation, reflective practice, event impacts and campaign management. The module engages students with UNESCO'S Education for Sustainable Development Self-Awareness and Critical Thinking competencies. This is because the module encourages students to reflect on their development, perceptions and values of the event planning and delivery process, while also critically evaluating the wider impacts of their event in the context of sustainability.

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.

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 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.