



UNIVERSITY
CENTRE
WESTON

Student Course Handbook

Foundation Degree (FdA) Events Production and Management

University Centre Weston

in partnership with

Bath Spa University

UCAS Code: 241N

This handbook is published for students studying at Weston College on the above programme and is available in a range of alternative formats on request.

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1. Introduction

Welcome

Welcome to the Events Production and Management Foundation Degree. This course is offered in partnership between Bath Spa University and University Centre Weston.

Since the 1990s the events industry has been one of the fastest growing in the South West economy. These events range anything from horticultural shows, music festivals to trade shows, conventions and musical production events. Weston-super-Mare alone is home to a number of events each year, which includes the Weston Airshow, Corona Sunset, EAT festival and Dairy Fest. The opening of new Tropicana venue last year along with the Winter Gardens, has seen the events industry expand in the town and within the local area.

The Foundation Degree is designed to take full advantage of local industry links and employment opportunities. A strong feature is the assessed work-based learning component, providing you with hands-on real-life experience, allied to college-based learning.

Regular surveys of student satisfaction and staff-student meetings give you the opportunity to have an input in continually improving the Foundation Degree Event production and Management course. If you need clarification on any points mentioned in this document or would like to discuss any part of the course then please ask a member of your teaching team.

We hope you have an enjoyable and successful time.

Purpose of Handbook

This handbook gives you essential background information that will be of help in your studies on the FdA Events Production and Management programme. It provides links to the definitive data sources wherever possible. The handbook can be accessed via your Moodle account.

Please note that the electronic version will be kept up to date and you will be notified of any significant changes. If you have taken a hard copy of any information please remember to refer back to the electronic version to ensure that you are working with the most up to date information.

For **module information** please see the respective Module Handbook.

2. Course content

Major, Joint, Minor or Specialised	Specialised
Delivered at	University Centre Weston
Faculty	Business Enterprise and the Services Industry
Campus	Winter Gardens Campus
Final award	FdA Events Production and Management
Intermediate awards available	Certificate of Higher Education (120 credits)
UCAS code	241N
Details of professional body accreditation	Not applicable
Relevant QAA Benchmark statements	Hospitality, Leisure, Sport and Tourism
Date specification last updated	September 2017

Course Distinctiveness

The Foundation Degree in Events Production and Management allows you to study at degree level and to benefit from a mix of academic and vocational approaches to learning.

This course has been designed with employability in mind, it has been written to enable students to engage with the issues and developments surrounding the management and production of events. It is also envisaged that the programme will give students the opportunity to work closely with other courses in order to enhance both the curriculum and the experience of students through collaborative working and networking opportunities. The vocational focus of the course will allow students to spend a significant amount of time within the workplace as well as using experiential learning as an integral part of the course. This approach aids the student by using real life experiences in managing a variety of small events as well as aiding in the development of a wide the range of skills that are deemed essential to successfully working within the events industry.

The vocational design of the course is underpinned by both academic theory and industry standards. This approach will allow you to assess given situations, make comparative judgments and suggest a range of alternative approaches. The modules are designed to deliver a balance of both theory and practical experience of the key managerial and production aspects of the events industry. The course also assesses the implications of the sustainability agenda within the events industry.

If you successfully gain all the credits necessary to achieve your award, you can apply for progression to the Year 3 Bath Spa BA (Hons) Business and Management Degree or the BA (Hons) Business Management with Sustainability here at University Centre Weston.

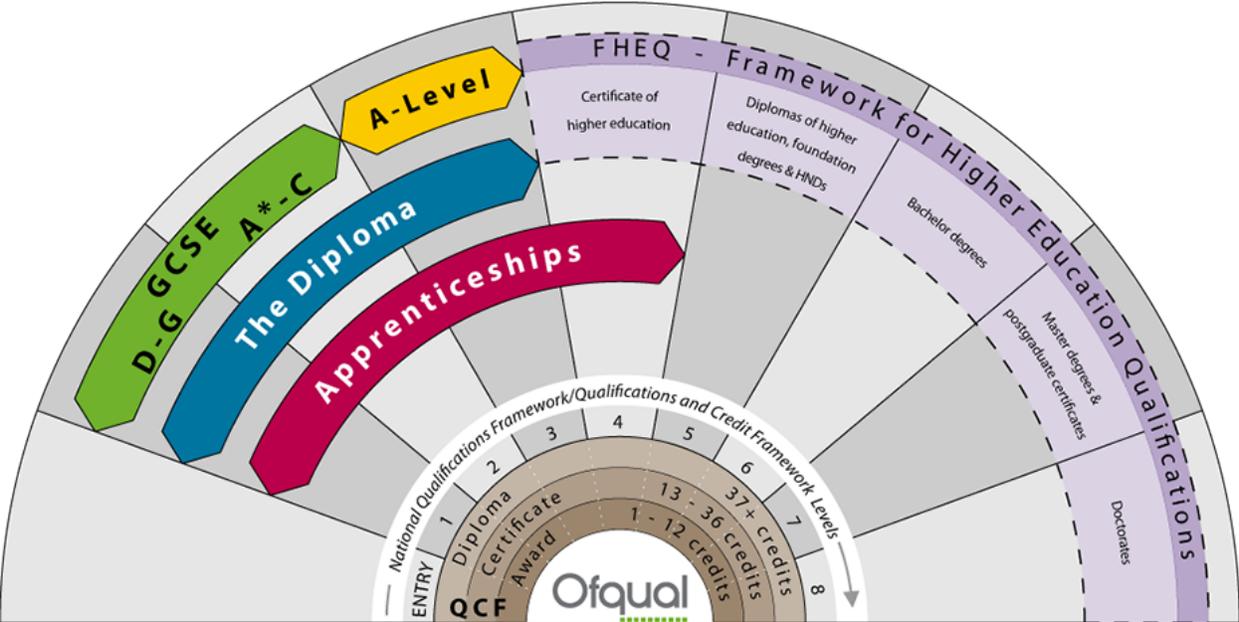


Figure 1: Framework for Higher Education Qualifications

Course Structure

Year 1 of study			
Level	Title	Credits	Status
4	WB4100- 40 Understanding the Events Industry	40	Compulsory
4	WB4103-40 Work-based Research	40	Compulsory
4	WB4101-20 Introduction to Marketing and Social Media	20	Compulsory
4	WB4102-20 Introduction to the Events Industry	20	Compulsory
Year 2 of study			
Level	Title	Credits	Status
5	WB5100-40 Investigating People and Leadership Within The Workplace	40	Compulsory
5	WB5101-40 Events Business Planning	40	Compulsory
5	WB5102-20 Venue Management	20	Compulsory
5	WB5103-20 Events Sustainability	20	Compulsory

All HE programmes at University Centre Weston are delivered as a collection of modules, which build on each other to form a complete programme of study. Each module carries a credit rating, defining how much study time it takes to complete. Notionally, 1 credit equates to 10 hours study time (so 10 credits = 100 study hours). "Study hours" includes lectures, seminars, tutorials, group work, independent study and research – in fact, any time that contributes to your learning on the module.

3. Course Aims

The course aims are to:

- Develops a student's knowledge through both academic and experiential learning.
- Develops both creativity, innovation and entrepreneurship, as well as preparing graduates for successful entry into the events industry;
- Develop a student's knowledge of the main methods of enquiry in events management and production, and develop the ability to evaluate different approaches to solving problems in an events management context and to be able apply these in a work-based context;
- Show an understanding of the limits of knowledge, and how this influences analysis and interpretations based on that knowledge, both in academic studies and in a work-based context.
- Futureproof students in terms of professionalism, resource management, communication, conduct, networking and applying digital technologies.

Programme Intended Learning Outcomes

A Subject-specific Skills and Knowledge

- A1 Demonstrate a critical awareness and understanding of appropriate domains including administration, design, operations, marketing and risk and how they apply to the phases of events such as initiation, planning staging the event, closure and legacy.
- A2 Operate and effectively manage resources, including human, financial, venue, subcontracted and technical resources and the development of return on investment models.
- A3 Display critical knowledge, understanding and application of risk management and the legal, ethical and regulatory frameworks that affect event management including health and safety and crowd management.
- A4 Plan, project manage, produce, stage, analyse and evaluate events, including the procurement of support provision, the application of new technologies and logistics.
- A5 Design creative events, including the programming of spectacle, exhibition, ritual and performance.

- A6 Engage with, contribute to, and produce events based on an acquisition and understanding of vocabularies, skills, working methods and professional business communications.

B Cognitive and Intellectual Skills

- B1 Evaluate the legacy and impacts of events in social, economic, environmental, political, cultural, technological and other terms.
- B2 Analyse the nature, characteristics, needs and expectations of different customers through applying consumer behaviour theories and concepts;
- B3 Generate creative ideas/concepts, proposals, pitches and solutions to offer experiences that meet differing needs.
- B4 Analyse and evaluate the quality of the event experience and its impact on the event consumer and/or client and the wider organisation and the practices of co-production and co-creation;
- B5 Evaluate the importance of cultural and other diversities in developing access to and participation in, events by specific targets groups.
- B6 Critically reflect upon the role of those organisations and structures charged with a responsibility for the promotion of, or the training of practitioners in events.
- B7 Appreciate the ethical and sustainability issues associated with the financial support, operation and developments of events.

C Skills for Life and Work

- C1 Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed
- C2 Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed
- C3 Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively

- C4 IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences

Intermediate Awards

Level 4 Intended Learning Outcomes

A Subject-specific Skills and Knowledge

- A1 Understand and appreciate the potential contributions of disciplines that help to explain the nature and development of event management and production.
- A2 Understand the development process of staging an event and the key concepts that lay within the risk, regulatory and ethical frameworks of events management and production.
- A3 Explain the nature and operations of events management and production
- A4 Demonstrate an understanding of the nature, characteristics, needs and expectations of different consumers within events.
- A5 Utilise a range of source material in investigating events management and production.
- A6 Understand the impacts that events can have at a local, national and international level

B Cognitive and Intellectual Skills

- B1 Explore and engage with educational concepts, theories, research and issues of policy and practice particularly in relation to events management and sustainability,
- B2 Understand why some sources of information are more trustworthy than other sources,
- B3 Consider ethical issues around collecting and working with education data
- B4 Use academic conventions to present arguments

C Skills for Life and Work

- C1 Autonomous learning (including time management) as would be necessary for employment requiring the exercise of some personal responsibility
- C2 Team work as would be necessary for employment requiring the exercise of some personal responsibility for effective work with others
- C3 Communication skills that demonstrate an ability to communicate outcomes accurately and reliably, and with structured and coherent arguments
- C4 IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

Graduate Attributes

	Bath Spa Graduates...	In Events Production and Management, we enable this through:
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	The programme is fundamentally a work-based a foundation degree. Students reflect on practical work-based experiences in relation to theoretical concepts. Students also identify global issues within an economic and events management context. Through this combination of real-world work experience and applied contextualisation students develop the knowledge and skills to succeed and flourish within the market place.
2	Will be able to understand and manage complexity, diversity and change	The capacity to understand and manage complex scenarios, diversity and change is fundamental to events management and production. Students are challenged to reflect upon, change and develop their ideas, responses, and attitudes as part of this course, with a view to

		developing the skills and knowledge to understand and manage change with resilience, adaptability and robust, well-considered decision making.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Working in both an innovative and creative way to solve problems and project management issues is encouraged and enables students to explore their own creativity and the creativity of others.
4	Will be digitally literate: able to work at the interface of creativity and technology	Students become confident users of digital technologies in their own learning by working extensively with Moodle (the University Centre Weston virtual learning environment) on all modules. Students will have the opportunity to explore a range of relevant digital technologies, social media and social marketing throughout the course.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	The curriculum for Events Production and Management has an international perspective on both global and sustainability issues. Students will have the opportunity to participate in national and international study visits associated with the modules as well as having guest speakers with an international focus.
6	Will be creative thinkers, doers and makers	This course develops student academic knowledge and understanding, and also gives opportunities, through placements, study visits and creative assessments, to develop individual creative practice and approaches to a variety of events scenarios which will develop the professionalism of students.
7	Will be critical thinkers: able to express their ideas in written and	The development of critical thinking skills is embedded within the curriculum. Debates discuss and identify solutions to both events and

	oral form, and possessing information literacy	sustainability issues that businesses face in a globalised economy. The modules encourage students to consider issues from a range of perspectives and will develop their communication skills, so as to express ideas clearly in oral and written form. Students will also develop the skills to understand, critically assess and conduct educational research.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	The course is designed to provide students with opportunities to develop their personal values and beliefs about business practice, both locally and in a global context. Students will rigorously examine and defend these values against a framework of ethical behaviours. Students will also have the opportunity to consider the ethics of educational research.

Progressing onto Honours Degree

You can 'top-up' your Foundation degree to a full Bachelors (Honours) degree by completing an additional year of study at level 6.

To be eligible for progression you must have gained 240 credits, 120 credits at Level 4 and 120 credits at Level 5. The deadline for applications is usually on or before 1st May in the final year of Foundation Degree studies.

Your tutor will arrange a meeting with the Course Leader at University Centre Weston to discuss the modules on offer on the top-up degree and answer any questions that you may have. You are also welcome to visit the campus and meet with staff and students

4. Learning Environment

Learning and Teaching Methods

University Centre Weston has a Learning, Teaching and Assessment Strategy for Higher Education, which underpins our approach.

We intend that the learning programme should be both stimulating and demanding, and should lead you through progressive stages of development, towards increasingly complex and open-ended tasks, increasingly sophisticated application of intellectual/conceptual and personal (transferable) skills, and increasingly independent study.

A variety of learning methods will be used, which might include:

- Lectures
- Seminars
- Experiential learning
- Reflective learning
- Skills practice
- Group work and group discussions
- Workshops
- Fieldwork
- Supervised studio/lab-based activity
- Case studies
- Student presentations
- Information and communications technology (ICT) based activities
- Visiting speakers/expert practitioners will be used during the programme

University Centre Weston actively encourages the development of technology enhanced learning and you will find staff utilising new teaching methods to enhance your learning experience.

Work-based Learning

The course has been designed with work placement opportunities in mind. You will have the opportunity to work upon live events throughout the length of the course. As well as working on specific events led by University Centre Weston (UCW) you will be encouraged to work with renowned events companies from within North Somerset and the surrounding area. When undertaking a work placement, you will be issued with a work placement handbook. The handbook will clearly outline the roles and responsibilities of the student, the work placement host and the University/College.

The handbook will also contains guidance on how to make the most of your work placement opportunity.

Work placements are organised by the student however, UCW have a work placement code of practice and conform to the Bath Spa University Work Based and Placement Learning Policy.

5. How Quality is Assured

Quality monitoring and evaluation

The programme you are studying was approved by Bath Spa University. As part of the approval process it was assured that

- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements; and
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This was done through a process of programme approval which involves consulting academic experts including subject specialists from other institutions and industry.

How We Monitor the Quality of This Programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate); and
- student feedback including the National Student Survey (NSS).

Drawing on this, and other, information programme teams undertake an annual monitoring process, in accordance with the University's quality policy.

Once every six years an in-depth review of the subject area is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the Programme Committee

This course has a Programme Committee comprising all relevant teaching staff, student representatives and others who make a contribution towards its effective operation (e.g. library/technician staff). The Programme Committee has responsibilities for the quality of the programme and plays a critical role in the University's quality assurance procedures.

External Examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme; and
- To ensure fairness and equity.

The external examiner for your programme:

Name (including prefix e.g. Dr.)	Role in institution	Name of institution
Dr Josie Kinge	Course leader BSc Business Management/ HRM lecturer	University of East Anglia

As part of their role, external examiners complete an annual report for the University commenting on the learning, teaching and assessment standards of the modules and the programme overall. The report will highlight areas of good practice and identify areas for development, as well as provide assurance that your programme is of an equable standard to similar HE provision nationally.

External examiner reports, and the University's response, are shared with students. They are normally discussed at Staff/Student Liaison Committees and made available online, via Moodle.

External references

The following methods are used for gaining the views of other interested parties:

- Feedback from former students;
- Employers.

6. Employability

Career Opportunities

The events industry is a dynamic, fast-paced sector offering opportunities to work on anything from small staff events to festivals, weddings and charity fundraisers. It has been estimated that the UK Events industry is now worth £39.1 billion according to a new report from the Business Visits and Events and Partnership (BVEP). The events industry is a diverse industry and is constantly growing, it is estimated to be worth 35% to the British Economy. The Foundation degree in Events Production and Management will equip you for these new executive roles in a fast-developing profession where initiative succeeds. Job roles within the events management sector include:

- Events Manager
- Events Organiser
- Hotel Manager
- Conference Centre Manager
- Outdoor Activities/ Education Management
- Public House Manager
- Restaurant Manager
- Museum and Galleries Exhibition Officer
- Marketing Executive
- Sales and Promotion Executive
- Charity fundraiser

7. Module Descriptors

Understanding the Events Industry

1	Module code	WB4100-40			
2	Module title	Understanding the Events Industry			
3	Subject field	Business Management			
4	Pathway(s)	FdA, Cert HE			
5	Level	4			
6	UK credits	40			
7	ECTS credits	20			
8	Core or Required or Optional	Core			
9	Acceptable for	FdA Events Production and Management			
10	Excluded combinations	None			
11	Pre-requisite or co-requisite	None			
12	Class contact time: total hours	Total Hours: 114			
13	Independent study time: total hours	Total Hours: 286			
14	Duration of the module	30 weeks			
15	Main campus location	Knightstone Campus, University Centre Weston			
16	Module leader	Rebecca Lopez			
17	Additional costs involved	None			
18	Brief description and aims of module				

	<p>This module develops students' understanding of the key principles and practices of managing events as well as assessing their impacts on the economy, society, culture and the environment. Events Production Management focuses on the events industry as an important, dynamic and growing part of the leisure and tourism industry, and as a result, the larger economy.</p> <p>The aims of this module are to:</p> <ul style="list-style-type: none"> • Understand how events contribute to society • Analyse motivational factors that draw audience • Develop the ability to identify how theoretical frameworks apply to the events industry • Understand economic, environmental and social impacts of events
<p>19</p>	<p>Outline Syllabus</p> <p>The syllabus provides students with an understanding of events and the developing events industry. Students engage with key theories, conceptual frameworks within the paradigms of learning.</p> <p>Indicative areas of study include:</p> <ul style="list-style-type: none"> • An overview of the festival and events industry • Festivals and events in popular culture • Themes, theory, concepts and the economics of festivals and events • Sustainability of events • Event differentiation • Motivational factors that attract customers and/or audiences • The role of events in the regeneration of local and national economies. • Environmental Scanning Techniques e.g. Pestle and SWOT.
<p>20</p>	<p>Teaching and learning activities</p> <p>Student learning is based on a combination of staff-led lectures, and seminar activities. Within the seminar programme students concentrate on discussing in more detail some of the central topics of the module and be supported by independent and group case study work as well as guided group discussions, exercises and presentations. The workshops provide opportunities for students to apply and discuss their experiences in the work based learning environment through individual and group exercises and presentations.</p> <p>The module encourages the development of independent learning strategies for students. It places emphasis on the acquisition of conceptual knowledge and</p>

	understanding and its application to increasingly dynamic and complex situations. Guest lecturers working within the event production industry also deliver sessions for the module.	
21	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> 1. Understanding how events contribute to society, both in a historical and contemporary context. 2. Effective skills in analysing the motivational factors that draw audiences to the different event typologies 3. The ability to identify, evaluate and apply the conceptual and theoretical frameworks of events production and management 4. Understanding of how events can contribute to the regeneration of an economy both on a local and national scale 5. Analysis of the environmental and social impacts of events. 	<p><i>How assessed</i></p> <p>S1 F1,F2,F3</p> <p>S2 F1,F2,F3</p> <p>S1, S3 F1,F2,F3</p> <p>S1, S3 F1,F2,F3</p> <p>S1,S3 F1,F2,F3</p>
22	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Research tasks</p> <p>F2. Student led seminars,</p> <p>F3. Interim progress in-class tests</p>	
	<p><i>Summative assessments:</i></p> <p>S1. Essay (2,500 words)</p> <p>S2. Presentation and synopsis (2,500 words)</p> <p>S3. Investigative Report (3,000 words)</p>	<p>Weighting%</p> <p>30%</p> <p>30%</p> <p>40%</p>

23	<p>Learning resources</p> <p>International Journal of Event and Festival Management</p> <p>Event Management</p> <p>Mintel</p> <p>Business Source Premier</p> <p>Ebsco</p> <p>Key Texts (Indicative)</p> <p>Bladen, C. et al (2017) <i>Events Management: An Introduction</i>. 2nd ed. Oxford: Routledge.</p> <p>Bowdin, G. (2010) <i>Events Management</i>. 3rd ed. Oxford: Elsevier.</p> <p>Ferdinand, N. and Kitchen, P. (2017) <i>Events Management An International Approach</i>. 2nd ed. London: Sage Publications.</p> <p>Foley, M., McGillivray, D. and McPherson, G. (2012) <i>Event Policy: From theory to strategy</i>. Oxford: Routledge.</p> <p>Getz, D. (2016) <i>Events Studies: Theory, Research and Policy for Planned events</i>. Oxford: Routledge.</p> <p>Malouf, L. (2013) <i>Events Exposed: Managing & Designing Special Events</i>. London: Wiley.</p> <p>Raj, R. (2008) <i>Events Management: An Integrated and Practical Approach</i>. London: Sage.</p> <p>Smith, A. (2012) <i>Events and Urban Regeneration</i>. Oxford: Routledge.</p>
24	<p>Preparatory work</p> <p>Subject Specific Preparation</p> <p>Identified reading is required in preparation for each class but no specific requirement to read prior to the commencement of the module. However, it is recommended that students read Bladen, C. et al (Latest edition) <i>Events Management: An Introduction</i>, prior to starting the module.</p>

Study Skills Support

Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module.

Attend workshops on the topics below:-

- Sources of Information workshop

Independent reading and notetaking workshop

Introduction to Marketing and Social Media

1	Module code	WB4101-20		
2	Module title	Introduction to Marketing and Social Media		
3	Subject field	Business Management		
4	Pathway(s)	FdA, Cert HE		
5	Level	4		
6	UK credits	20		
7	ECTS credits	10		
8	Core or Required or Optional	Core		
9	Acceptable for	FdA Events Production and Management		
10	Excluded combinations	None		
11	Pre-requisite or co-requisite	None		
12	Class contact time: total hours	Total Hours: 57		
13	Independent study time: total hours	Total Hours: 143		
14	Duration of the module	30 weeks		
15	Main campus location	Winter Gardens Campus, University Centre Weston		
16	Module leader	Sarah McLaughlin		
17	Additional costs involved	None		
18	Brief description and aims of module	<p>This module explores the concept and importance of marketing and the role of social media. Students explore society and consumer behaviour and the impact this has on the events industry. Students identify, discuss and apply the key marketing concepts and trends.</p>		

	<p>The aims of this module are to:</p> <ul style="list-style-type: none"> • Understand the principles of marketing • Explore the role of social media marketing • Identify the impact of social media marketing on event promotions, customer management and branding 		
19	<p>Outline syllabus</p> <p>The syllabus provides students with an understanding of the principles of marketing and the changing environment in which it operates. Students engage with key theories, conceptual frameworks within the paradigms of learning.</p> <p>Indicative areas of study include:</p> <ul style="list-style-type: none"> • Key marketing concepts- market segmentation, targeting and positioning, buyer behaviour • Marketing strategy • Branding - brand awareness, brand loyalty and the value of the brand within an Events production and management context • Explore the impact of social media on the Events industry 		
20	<p>Teaching and learning activities</p> <p>Student learning is based on a combination of staff-led lectures, and seminar activities. Within the seminar programme students concentrate on discussing in more detail some of the central topics of the module and be supported by independent and group case study work as well as guided group discussions, exercises and presentations. The workshops provide opportunities for students to apply and discuss their experiences in the work based learning environment through individual and group exercises and presentations.</p> <p>The module encourages the development of independent learning strategies for students. It places emphasis on the acquisition of conceptual knowledge and understanding and its application to increasingly dynamic and complex situations. Guest lecturers working within the marketing industry also deliver sessions for the module.</p>		
21	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%; padding: 5px;"> <p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ul style="list-style-type: none"> • An understanding of the key theoretical frameworks and concepts of marketing. </td> <td style="width: 30%; padding: 5px; vertical-align: top;"> <p><i>How assessed</i></p> <p>S1 F1,F2,F3</p> </td> </tr> </table>	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ul style="list-style-type: none"> • An understanding of the key theoretical frameworks and concepts of marketing. 	<p><i>How assessed</i></p> <p>S1 F1,F2,F3</p>
<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ul style="list-style-type: none"> • An understanding of the key theoretical frameworks and concepts of marketing. 	<p><i>How assessed</i></p> <p>S1 F1,F2,F3</p>		

	<ul style="list-style-type: none"> • An awareness of how marketing has evolved with the advent of digital technology and new media. • Evaluation of the impact of social marketing on events promotions, customer loyalty management or brand positioning. 	<p>S2 F1,F2,F3</p> <p>S2 F1,F2</p>
22	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Research tasks</p> <p>F2. Student led seminars,</p> <p>F3. Interim progress class tests / quizzes</p>	
	<p><i>Summative assessments:</i></p> <p>S1- Presentation (1,500 words)</p> <p>S2 - Research Article (2,500 words)</p>	<p>Weighting%</p> <p>50%</p> <p>50%</p>
23	<p>Learning resources</p> <p>Event Management</p> <p>Mintel</p> <p>Business Source Premier</p> <p>Ebsco</p> <p>Key Texts (Indicative)</p> <p>Blythe, J. (2013) <i>Principles and Practice of Marketing</i>. 3rd ed. London: Thomson Learning.</p> <p>Brassington, F. & Pettit, S. (2014) <i>Essentials of Marketing</i>. 3rd ed. London: Prentice Hall.</p> <p>Brenkert, G. (2008) <i>Marketing Ethics</i>. Chichester: Blackwell Publishing.</p>	

	<p>Chaffey, D. and Ellis-Chadwick, F. (2012) <i>Digital Marketing Strategy, Implementation and Practice</i>. 5th ed. London: Pearson.</p> <p>Evans, D. and Cothrel, J. (2014) <i>Social Customer Experience: Engage and Retain Customers Through Social Media</i>. Indiana: John Wiley and Sons.</p> <p>Kotler, P., Armstrong, G., Wong, V. and Saunders, J. (2015) <i>The principles of marketing</i>. 5th ed. Harlow: Pearson Education Limited.</p> <p>Ryan, D. and Jones, C. (2014) <i>The Best Digital Marketing Campaigns in the World, Mastering the art of customer engagement</i>. London: Kogan Page.</p> <p>Ryan, D. and Jones, C. (2014) <i>The Best Digital Marketing Campaigns in the World, Mastering the art of customer engagement</i>. London: Kogan Page.</p>
<p>24</p>	<p>Preparatory work</p> <p>Subject Specific Preparation</p> <p>Identified reading is required in preparation for each class but no specific requirement to read prior to the commencement of the module. Students should however, be aware of the different types of marketing strategies that are currently being employed within the events industry e.g. buzz and gorilla marketing techniques. This can be done through either reading Brassington, F. & Pettitt, S. (latest edition) <i>Essentials of Marketing</i> or through accessing online materials such as http://www.marketing-schools.org/types-of-marketing/buzz-marketing.html</p> <p>Study Skills Support</p> <p>Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module.</p> <p>Attend workshops on the topics below:-</p> <ul style="list-style-type: none"> • Critical analysis workshop • Presentation Skills workshop

Introduction to Events Management

1	Module code	WB4102-20			
2	Module title	Introduction to Events Management			
3	Subject field	Business Management			
4	Pathway(s)	FdA, Cert HE			
5	Level	4			
6	UK credits	20			
7	ECTS credits	10			
8	Core or Required or Optional	Core			
9	Acceptable for	FdA Events Production and Management			
10	Excluded combinations	None			
11	Pre-requisite or co-requisite	None			
12	Class contact time: total hours	Total Hours: 57			
13	Independent study time: total hours	Total Hours: 143			
14	Duration of the module	30 weeks			
15	Main campus location	Knightstone Campus, University Centre Weston			
16	Module leader	Annie Cowell			
17	Additional costs involved	None			
18	Brief description and aims of module	<p>The aim of the module is for students to gain an understanding of events planning and production management concepts through a combination of academic study and applied learning.</p>			

	<p>Through the development of knowledge of the underlying principles associated within the events planning and production context, students demonstrate their ability to interpret key concepts and apply these, through the initial design, proposal and implementation of a 'live' event.</p> <p>The aims of this module are to:</p> <ul style="list-style-type: none"> • Understand the planning process and production of events • To develop and produce a live event • To reflect and make recommendations for future events 		
19	<p>Outline syllabus</p> <p>Indicative areas of study include:</p> <ul style="list-style-type: none"> • Introduction to events management, planning and production • Financial considerations within event planning and production • Introduction to risk law and licencing • Logistical and operational aspects of event planning and production • Marketing strategies and event planning. 		
20	<p>Teaching and learning activities</p> <p>Student learning is based on a combination of staff-led lectures, and seminar activities. Within the seminar programme students concentrate on discussing in more detail some of the central topics of the module and will be supported by independent and group case study work as well as guided group discussions, exercises and presentations. The workshops will provide opportunities for students to apply and discuss their experiences in the work based learning environment through individual and group exercises and presentations.</p> <p>The module encourages the development of independent learning strategies for students. It places emphasis on the acquisition of conceptual knowledge and understanding and its application to increasingly dynamic and complex situations. Guest lecturers working within the event industry will deliver sessions for the module.</p>		
21	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%; padding: 5px;"> <p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> </td> <td style="width: 30%; padding: 5px; text-align: center;"> <p><i>How assessed</i></p> </td> </tr> </table>	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p>	<p><i>How assessed</i></p>
<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p>	<p><i>How assessed</i></p>		

	<ul style="list-style-type: none"> • Awareness of the events management, planning and production discipline making reference to industry concepts and case study examples. • Knowledge and ability to evaluate the logistical and financial considerations associated with events planning and production. • Skills in planning, marketing and producing an event within an agreed scope. • To reflect upon the strengths and weaknesses of the events planning and production process in context and suggest improvements. 	<p>S1 F1,F2,F3</p> <p>S1, S2 F1,F2,F3</p> <p>S1, S2, F1,F3</p> <p>S2,F1,F2,F3</p>
22	<p>Assessment and feedback</p> <p>Formative exercises and tasks:</p> <p>F1. Event planning activity and event proposal F2. Evaluation of research methods F3. Student led seminars</p>	
	<p><i>Summative assessments:</i></p> <p>S1. Event proposal presentation (1,500 words) S2. Reflective portfolio with supporting evidence (2,500 words)</p>	<p>Weighting%</p> <p>25%</p> <p>75%</p>
23	<p>Learning resources</p> <p>International Journal of Event and Festival Management</p> <p>Event Management</p> <p>Mintel</p> <p>Business Source Premier</p> <p>Ebsco</p>	

	<p>Key Texts (Indicative)</p> <p>Billingham, V. (2016) <i>Project Management How to plan and deliver a successful project</i>. Abergele: Studymates.</p> <p>Ferdinand, N. and Kitchen, P. (2017) <i>Events Management An International Approach</i>. 2nd ed. London: Sage Publications.</p> <p>Pielichaty, H., Els, G., Reed, I. and Mawer, V. (2017) <i>Events Project Management</i>. London: Routledge.</p> <p>Raj, R., Walters, P. and Rashid, P. (2017) <i>Events Management Principles and Practice</i>. 3rd ed. London: Sage Publications.</p> <p>Events Industry Forum (2015) <i>The Purple Guide to Health, Safety and Welfare at Music and Other Events</i>. Available at: www.thepurpleguide.co.uk.</p>
<p>24</p>	<p>Preparatory work</p> <p>Subject Specific Preparation</p> <p>Identified reading is required in preparation for each class but no specific requirement to read prior to the commencement of the module. Students should however have some idea of the type of event production that they wish to develop prior to beginning of the module. This could range from music, sporting or business type events.</p> <p>Study Skills Support</p> <p>Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module.</p> <p>Attend workshops on the topics below:-</p> <ul style="list-style-type: none"> • Time Management workshop <p>Reflective reading and writing workshop</p>

Work-based Research

1	Module code	WB4103-40			
2	Module title	Work-based Research			
3	Subject field	Business and Management			
4	Pathway(s)	FdA, Cert HE			
5	Level	4			
6	UK credits	40			
7	ECTS credits	20			
8	Core or Required or Optional	Core			
9	Acceptable for	FdA Events Production and Management FdA Tourism Management			
10	Excluded combinations	None			
11	Pre-requisite or co-requisite	None			
12	Class contact time: total hours	Total Hours: 114			
13	Independent study time: total hours	Total Hours: 286			
14	Duration of the module	30 Weeks			
15	Main campus location	Winter Gardens, University Centre Weston			
16	Module leader	Angela Midgley			
17	Additional costs involved	None			
18	Brief description and aims of module	<p>This module introduces and develops essential skills employed in the effective acquisition and use of information encountered in tourism management practice. The module is based around the development of research skills which, once acquired, are applied and further developed in the workplace. Additionally, the knowledge and skills should assist learners in their future careers as these skills are increasingly demanded</p>			

	<p>by employers. The module focuses on four essential areas; communication (oral, textual and graphical); application of number; information technology (data search and analysis skills); and basic management skills.</p>	
19	<p>Outline syllabus</p> <p>Indicative areas of study include:</p> <ul style="list-style-type: none"> • Tourism research • Event research • Sources and types of data • Data interpretation • Research methods and evaluation • Triangulation, validity and reliability of data • Ethical considerations • Research proposals • Literature reviews • Feasibility studies • Contingency planning 	
20	<p>Teaching and learning activities</p> <p>Seminars inform and enable the successful completion of group and individual project work which is designed to test and evaluate the acquisition of skills. Key tourism themes and issues provide the vehicles for delivery, e.g. the analysis of visitor numbers in a regional and global context and tourism data derived from internet-based databases. The skills are then applied in an individual work based project, including a feasibility study. Data collected is then analysed and presented as a report. Conclusions are presented to an audience which may involve employer representatives. Teaching and learning strategies apply subject specific or work based examples where appropriate.</p>	
21	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <p>1. Cognitive skills including evaluation, analysis and synthesis</p>	<p><i>How assessed</i></p> <p>S2, S3</p> <p>S1, S3</p>

	<p>2. Computer skills, use spreadsheets or databases for the classification, manipulation and tabular reporting of data and information</p> <p>3. Numerical skills, in particular the gathering and use of data and information, their statistical analysis and justification of method</p> <p>4. Basic understanding of the management of resources</p> <p>5. The ability to identify and apply a range of relevant literature to the area of study</p> <p>6. Research skills for both primary and secondary data</p> <p>7. Understanding of ethical issues surrounding research and data collection</p>	<p>S3</p> <p>S1</p> <p>S2, S3</p> <p>S1, S2, S3</p> <p>S2, S3</p>
22	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Seminar tasks</p> <p>F2. Assigned readings</p> <p>F3. Student led seminars,</p> <p>F4. Interim progress class tests / quizzes</p>	
	<p><i>Summative assessments:</i></p> <p>S1. Essay (2,000 words)</p> <p>S2. Feasibility and Literature Review (4,000 words)</p> <p>S3. Project Presentation (3,000 words) with (1,000 word) synopsis</p>	<p>Weighting%</p> <p>20%</p> <p>40%</p> <p>40%</p>

23	<p>Learning resources</p> <p>Brotherton, B. (2015) <i>Researching hospitality and tourism – A student guide</i>. 2nd ed. London: Sage.</p> <p>Chaffey, D. and Ellis-Chadwick, F. (2012) <i>Digital Marketing Strategy, Implementation and Practice</i>. 5th ed. London: Pearson.</p> <p>Saunders, M., Lewis, P. and Thornhill, A. (2012) <i>Research methods for business students</i>. 6th ed. Harlow: Pearson Education Ltd.</p> <p>Veal, A. J. (2017) <i>Research methods for leisure and tourism: A practical guide</i>. 4th ed. Harlow: Pearson Education Ltd.</p>
24	<p>Preparatory work</p> <p>Students could identify and research into areas of interest (e.g. the type nature and impact of an event). However, there is an expectation that students undertake the identified reading that is required in preparation for each class but there is no specific requirement to read prior to the commencement of the module.</p>

Investigating People and Leadership

1	Module code	WB5100-40		
2	Module title	Investigating People and Leadership Within the Workplace		
3	Subject field	Business and Management		
4	Pathway(s)	FdA, Cert HE		
5	Level		5	
6	UK credits	40		
7	ECTS credits	20		
8	Core or Required or Optional	Core		
9	Acceptable for	FdA Events Production and Management, FdA Tourism Management		
10	Excluded combinations	None		
11	Pre-requisite or co-requisite	None		
12	Class contact time: total hours	Total Hours: 88		
13	Independent study time: total hours	Total Hours: 312		
14	Duration of the module			
15	Main campus location	Knightstone Campus, University Centre Weston		
16	Module leader	Angela Midgley		
17	Additional costs involved	None		
18	Brief description and aims of module			

	<p>The focus of this module is to identify the role of the individual and groups in the workplace through applied Human Resource Management. The module allows students to experience the workplace first hand and to assess individual contributions to the management and operation of the organisation. The structure of the organisation is explored as well as patterns of communication and the different types of organisational culture as it relates to Human Resource Management.</p> <p>This module explores organisational behaviour, drawing both from theory and from students' own experiences of work placement. Key themes include individual psychology and motivation, group behaviour, the role and function of technology, structural issues, communication patterns, organisational culture and politics and conflict and power. The importance of interactions with the public are highlighted as a central concern for the tourism and event sector.</p>
19	<p>Outline syllabus</p> <p>Indicative areas of study include:</p> <ul style="list-style-type: none"> • Nature of organisational behaviour • Organisational structure and communication • Motivation in the workplace • PESTLE • Managing change and change management • Sources of power and group formation • Teams and group dynamics • Organisational culture • Service quality • Human resource management
20	<p>Teaching and learning activities</p> <p>A work placement is supported by lecture and seminar programme that delivers the underpinning knowledge required for this module. Exercises and management simulations allow students to explore their own and others' motivations, responses and behaviours, and to practice strategies for attaining consensus around operational goals. Students are expected to draw upon these ideas and theories and make comparisons within their selected organisation.</p>
21	<p>Intended learning outcomes</p>

	<p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> 1. Identify and evaluate the contributions of different individuals and teams to overall organisational goals 2. Identify and evaluate the principal processes of Human Resource Management that occur within organizations 3. Assess a range of appropriate strategies for handling, processing and communicating information throughout organisations 4. Critically reflect on the contribution Human Resource Management has made to the operation of the organisation 5. Define and discuss organisational behavioural concepts 6. Critically analyse how aspects of individual and group behaviour affect tourism business operations 7. Demonstrate effective presentation of results to an audience 	<p><i>How assessed</i></p> <p>S1, S2</p> <p>S2, S3</p> <p>S1, S2, S3</p> <p>S2, S3</p> <p>S2, S3</p> <p>S1, S2</p> <p>S2</p>
<p>22</p>	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Seminar tasks</p> <p>F2. Assigned readings</p> <p>F3. Student led seminars,</p> <p>F4. Interim progress class tests / quizzes</p>	
	<p><i>Summative assessments:</i></p> <p>S1. Essay (3,000 words)</p> <p>S2. Seminar and executive summary regarding the organisational analysis of the work placement (2,500 words)</p> <p>S3. Report (4,500 words)</p>	<p>Weighting%</p> <p>30%</p> <p>25%</p> <p>45%</p>

23	<p>Learning resources</p> <p>Armstrong, M. and Taylor, S. (2017) <i>Armstrong's handbook of human resource management practice</i>. 14th ed. London: Kogan Page.</p> <p>Bratton, J. and Gold, J. (2017) <i>Human resource management theory and practice</i>. 6th ed. London: Palgrave Macmillan.</p> <p>Connell, J. and Page, S. (2014) <i>Tourism a modern synthesis</i>. 4th ed. Andover: Cengage.</p> <p>Cunliffe, A.L. (2014) <i>A very short, fairly interesting and reasonably cheap book about management</i>. 2nd ed. London: Sage Publications.</p> <p>Huczynski, A. and Buchanan, D. (2013) <i>Organizational behaviour</i>. 8th ed. Harlow: Pearson Education Limited.</p> <p>Mullins, L. (2013) <i>Management and organisational behaviour</i>. 10th ed. Harlow: Pearson Education Limited.</p> <p>Taylor, S. (2014) <i>Resourcing and talent management</i>. 6th ed. London: CIPD.</p> <p>Torrington, D., Taylor, S. and Hall, L. (2017) <i>Human resource management</i>. 10th ed. Harlow: Pearson Education Limited.</p> <p>Williams, C. and Buswell, D. (2010) <i>Service quality in leisure and tourism</i>. Wallingford: CABI Publishing.</p>
24	<p>Preparatory work</p> <p>There is an expectation that students undertake the identified reading that is required in preparation for each class. It is suggested that students read Mullins, L. J. (2013) <i>Management and organisational behaviour</i> prior to commencing lessons.</p>

Event Business Planning

1	Module code	WB5101-40		
2	Module title	Event Business Planning		
3	Subject field	Business and Management		
4	Pathway(s)	FdA, Cert HE		
5	Level		5	
6	UK credits	40		
7	ECTS credits	20		
8	Core or Required or Optional	Core		
9	Acceptable for	FdA Events Production and Management		
10	Excluded combinations	None		
11	Pre-requisite or co-requisite	None		
12	Class contact time: total hours	Total Hours: 88		
13	Independent study time: total hours	Total Hours: 312		
14	Duration of the module	30 weeks		
15	Main campus location	Winter Gardens, University Centre Weston		
16	Module leader	Sarah McLaughlin		
17	Additional costs involved	None		
18	Brief description and aims of module	<p>Building on Introduction to Events Management, this module further develops and enhances entrepreneurial and research skills within the events industry. Students develop a business and marketing plan for a 'live' event and through research, assess its viability. This module extends knowledge of marketing, planning, management, and organisational contexts in delivering an event.</p>		

	<p>The aim of this module is to:</p> <ul style="list-style-type: none">• Undertake extensive research for an event proposal• Develop a business case for an event• Market and promote the event• Reflect and make recommendations
19	<p>Outline syllabus</p> <p>Indicative areas of study include:</p> <ul style="list-style-type: none">• Understanding sources of data• Market research and segmentalisation• Financial planning and management• Marketing strategy• Ethical considerations• Business planning
20	<p>Teaching and learning activities</p> <p>Students develop their research techniques and methodologies that support decision taking within an events organisational context. This builds on skills introduced in Level 4 as well as introducing new methods of data collection and interpretation. Teaching consists of a mixture of lectures, practical workshops and student visits. The collection of data, its analysis and presentation is structured by the practical requirements of a business plan. Fieldwork, market research and market analysis exercises enable the application of marketing concepts and the findings to be discussed in seminars, including case studies assessed at both interim and summative phases of analysis. Seminars explore, in greater depth, some of the issues raised in the lead lectures and the results of student enquiry.</p>

21	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> 1. An ability to evaluate and interpret primary and secondary source material to plan a 'live' event 2. An in-depth understanding of the role of marketing and events planning in devising a robust business proposal 3. Knowledge and understanding of events marketing strategies and the relationship of marketing strategies to audiences, applied to a 'live' event. 	<p><i>How assessed</i></p> <p>S1,S3 F1,F3</p> <p>S2,S3, F2,F3</p> <p>S1,S2,S3 F1,F2,F3</p>
22	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Business planning activity</p> <p>F2. Quiz on marketing theory</p> <p>F3. Evaluation of research methods</p> <p><i>Summative assessments:</i></p> <p>S1. Event Feasibility Presentation (2,000 words)</p> <p>S2. Business Plan (3,000 words)</p> <p>S3. Portfolio of evidence and reflective essay (5,000 words)</p>	<p>Weighting%</p> <p>20%</p> <p>30%</p> <p>50%</p>
23	<p>Learning resources</p> <p>International Journal of Event and Festival Management</p> <p>Event Management</p>	

	<p>Mintel</p> <p>Business Source Premier</p> <p>Ebsco</p> <p>Key Texts (Indicative)</p> <p>Bradbury, H., Frost, S., Kilminster, S. and Zukas, M. (2009) <i>Beyond Reflective Practice- New Approaches to Lifelong Learning</i>. Oxford: Routledge</p> <p>Brotherton, B. (2015) <i>Researching hospitality and tourism – A student guide</i>. 2nd ed. London: Sage.</p> <p>Dahl, S. (2015) <i>Social media marketing</i>. Sage Publications Ltd.</p> <p>Jobber, D. and Ellis-Chadwick, F. (2016) <i>Principles and practice of marketing</i>. 8th Ed. London: McGraw Hill.</p> <p>Kotler, P., Armstrong, G., Wong, V. and Saunders, J. (2015) <i>The principles of marketing</i>. 5th ed. Harlow: Pearson Education Limited.</p> <p>Pride, W., Hughes, R. and Kapoor, J. (2016) <i>Foundation of business</i>. Mason OH: South Western Cengage Learning</p> <p>Saunders, M., Lewis, P. and Thornhill, A. (2012) <i>Research methods for business students</i>. 6th ed. Harlow: Pearson Education Ltd.</p> <p>Veal, A. J. (2017) <i>Research methods for leisure and tourism: A practical guide</i>. 4th ed. Harlow: Pearson Education Ltd.</p> <p>Zikmund, W. (2012) <i>Business research methods</i>. Mason OH: South-Western-Cengage Learning.</p>
24	<p>Preparatory work</p> <p>Subject Specific Preparation</p> <p>This module builds on both the Work based research and Introduction to Event Management modules at Level 4 . Students should identify and research into a potential event prior to starting the module. There is an expectation that students undertake the identified reading that is required in preparation for each class but there is no specific requirement to read prior to the commencement of the module</p>

Study Skills Support

Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module.

Attend workshops on the topics below:-

- Time management workshop
- Reflective writing recap workshop

Venue Management

1	Module code	WB5102-20		
2	Module title	Venue Management		
3	Subject field	Business Management		
4	Pathway(s)	FdA, Cert HE		
5	Level		5	
6	UK credits	20		
7	ECTS credits	10		
8	Core or Required or Optional	Core		
9	Acceptable for	FdA Events Production and Management		
10	Excluded combinations	None		
11	Pre-requisite or co-requisite	None		
12	Class contact time: total hours	Total Hours: 57		
13	Independent study time: total hours	Total Hours: 143		
14	Duration of the module	30 weeks		
15	Main campus location	Knightstone Campus, University Centre Weston		
16	Module leader	Annie Cowell		
17	Additional costs involved	None		
18	Brief description and aims of module	<p>This module links to the Event Business Planning module. It introduces students to the necessary theoretical, practical and industry-specific knowledge needed to manage a venue effectively through the understanding and identification of a range of the risk and legislative framework for events.</p>		

	<p>The aim of this module is to:</p> <ul style="list-style-type: none"> • Appreciate the role of risk management within the events industry • Develop an awareness of the challenges associated with venue and customer management • Examine stakeholder needs
<p>19</p>	<p>Outline syllabus</p> <p>Indicative areas of study include:</p> <ul style="list-style-type: none"> - Risk management - Crowd safety management - Legislative Framework of event management - Venue identification - Noise Pollution - Food Hygiene - Developing an outline proposal for event production within a specific venue - Customer Management <p>The module establishes a framework within which students can develop appropriate strategies for the safe management of industry specific activities. The module analyses a range of legal issues in order to promote good practice and compliance through the challenge of delivering an event that meets the requirements of their chosen target market. Students explore and apply event management processes and theories.</p>
<p>20</p>	<p>Teaching and learning activities</p> <p>Student learning is based on a combination of staff-led lectures, and seminar activities. Within the seminar programme students concentrate on discussing in more detail some of the central topics of the module and are supported by independent and group case study work as well as guided group discussions, exercises and presentations. The workshops provide opportunities for students to apply and discuss their experiences in the work based learning environment through individual and group exercises and presentations.</p> <p>The module encourages the development of independent learning strategies for students. It places emphasis on the acquisition of conceptual knowledge and understanding and its application to increasingly dynamic and complex situations. Guest lecturers working within both the Public and Environmental Health Industry and event industry also deliver sessions for the module.</p>

21	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> 1. A critical awareness of the challenges of venue and customer management 2. Analysis and evaluation of a range of risk assessment tools and be able to use them effectively 3. A critical awareness of client and customer needs in a range of venue contexts. 	<p>How assessed</p> <p>S1, S2, F1, F2,F3</p> <p>S1, F2, F3</p> <p>S2,F1,F2,F3</p>
22	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Student led seminars,</p> <p>F2. Class discussion/ debate</p> <p>F3. Case studies</p> <p><i>Summative assessments:</i></p> <p>S1. Venue Assessment Report (2,500 words)</p> <p>S2. Presentation (2,500 words)</p>	<p>Weighting%</p> <p>50%</p> <p>50%</p>
23	<p>Learning resources</p> <p>International Journal of Event and Festival Management</p> <p>Event Management</p> <p>Business Source Premier</p> <p>Ebsco</p>	

	<p>Department for Culture, Media and Sport (2008) <i>Safety at sports grounds</i>. Available at: http://www.safetyatsportsgrounds.org.uk/sites/default/files/publications/green-guide.pdf</p> <p>Key Texts (Indicative)</p> <p>Ferdinand, N. and Kitchen, P. (2017) <i>Events Management An International Approach</i>. 2nd ed. London: Sage Publications.</p> <p>Pielichaty, H., Els, G., Reed, I. and Mawer, V. (2017) <i>Events Project Management</i>. London: Routledge.</p> <p>Quinn, B., (2013) <i>Key Concepts in Event Management</i>. London: Sage Publications.</p> <p>Raj, R., Walters, P. and Rashid, P. (2017) <i>Events Management Principles and Practice</i>. 3rd ed. London: Sage Publications.</p>
24	<p>Preparatory work</p> <p>Subject Specific Preparation</p> <p>This module will build upon the level 4 module Introduction to Events Management. Students should be aware of the issues around event safety and crowd management. It is recommended that read Raj, R., Walters, P. and Rashid, P. (latest edition) <i>Events Management Principles and Practice</i> prior to beginning the module.</p> <p>Study Skills Support</p> <p>Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module.</p> <p>Attend workshops on the topics below:-</p> <ul style="list-style-type: none">• Presentations & Public Speaking recap workshop• Critical analysis recap workshop

Event Sustainability

1	Module code	WB5103-20		
2	Module title	Events Sustainability		
3	Subject field	Business Management		
4	Pathway(s)	FdA, Cert HE		
5	Level		5	
6	UK credits	20		
7	ECTS credits	10		
8	Core or Required or Optional	Core		
9	Acceptable for	FdA Events Production and Management		
10	Excluded combinations	None		
11	Pre-requisite or co-requisite	None		
12	Class contact time: total hours	Total Hours: 57		
13	Independent study time: total hours	Total Hours: 143		
14	Duration of the module	15 weeks		
15	Main campus location	Knightstone Campus, University Centre Weston		
16	Module leader	Charmaine Hale-Lynch		
17	Additional costs involved	None		
18	Brief description and aims of module	<p>The module enables students to gain knowledge and critical understanding of the importance of sustainability in the context of delivering an event. The module explores a range of sustainable indicators and tools such as the British Standard BS8901:2009 , ISO20121 and the ISO14001 as well as a range of sustainable practices and initiative such as recycling schemes, environmental measures, use of carbon calculators etc. The module focuses on how these are implemented at events on a local, national and</p>		

	<p>international level. It focuses on best practice from a people, profit and planet perspective and the application of this to a range of different types of events and scenarios.</p> <p>The aim of this module is to:</p> <ul style="list-style-type: none"> • Understand key concepts of sustainability • Investigate sustainable practices at a designated event • Explore impact of stakeholder engagement of events
<p>19</p>	<p>Outline syllabus</p> <p>The syllabus provides students with a critical understanding of sustainability within the events industry. Students engage with key theories, conceptual frameworks within the paradigms of learning.</p> <p>Indicative areas of study include:</p> <ul style="list-style-type: none"> • Introduction to sustainability within the events industry • Sustainability in the context of events design • Indicators and tools for sustainable management- British Standard, ISO14000, ISO20121 • Sustainable initiatives- recycling, energy saving, environmental measures, carbon calculators etc. • Waste management • Sustainable suppliers- local farmers, fair-trade and eco-labels etc. • Green stakeholders
<p>20</p>	<p>Teaching and learning activities</p> <p>Student learning is based on a combination of staff-led lectures, and seminar activities. Within the seminar programme students concentrate on discussing in more detail some of the central topics of the module and are supported by independent and group case study work as well as guided group discussions, exercises and presentations. The workshops provide opportunities for students to apply and discuss their experiences in the work based learning environment through individual and group exercises and presentations.</p> <p>The module encourages the development of independent learning strategies for students. It places emphasis on the acquisition of conceptual knowledge and understanding and its application to increasingly dynamic and complex situations. Guest lecturers working within both the sustainability and event industry also deliver sessions for the module.</p>

21	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> 1. In-depth understanding of sustainability and the key theoretical and conceptual frameworks 2. Identification of sustainable practice challenges within the events industry and outline tools used to manage sustainability 3. Utilization of sustainable management strategies to analyse both best and poor practice within the event industry 4. Understanding of the importance of stakeholder engagement within the events industry. 	<p><i>How assessed</i></p> <p>S1,S2, F1,F2</p> <p>S1,S2, F1</p> <p>S1,S2 F1,F2</p> <p>S1,S2, F1,F2</p>
22	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Local, national and international events case studies, F2. Small group seminars, class discussion/ debate</p>	
	<p><i>Summative assessments:</i></p> <p>S1- Report (3,000 words)</p> <p>S2- Exam (2 hour exam)</p>	<p>Weighting%</p> <p>60%</p> <p>40%</p>
23	<p>Learning resources</p> <p>International Journal of Event and Festival Management</p> <p>Business Source Premier</p> <p>Ebsco</p> <p>Key Texts (Indicative)</p>	

	<p>Culmings, P. and Pelham, F. (2011) <i>Making Events More Sustainable: A Guide to BS8901</i>. London: British Standards Institution.</p> <p>Gibson, R. (2016) <i>Sustainable Assessment: Application and Opportunities</i>. London: Routledge.</p> <p>Holmes, K, Hughes, M., Mair, J. and Carlsen, J. (2015) <i>Events and Sustainability</i>. Oxford: Routledge.</p> <p>Jones, M. (2014) <i>Sustainable Event Management: A Practical Guide</i>. 2nd Ed. London: Routledge.</p> <p>Visser, W. (2009) <i>Landmarks for Sustainability: Events and Initiatives that have Changed our World</i>. Cambridge: University of Cambridge.</p>
24	<p>Preparatory work</p> <p>Subject Specific Preparation</p> <p>This module will build upon the level 4 module Introduction to Events Management. Students should be aware of the issues around event safety and crowd management. It is recommended that read Raj, R., Walters, P. and Rashid, P. (latest edition) <i>Events Management Principles and Practice</i> prior to beginning the module.</p> <p>Study Skills Support</p> <p>Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module.</p> <p>Attend workshops on the topics below:-</p> <ul style="list-style-type: none">• Presentations & Public Speaking recap workshop• Critical analysis recap workshop

8. Appendices

Appendix 1 - Marking Criteria

Marks will be allocated using the following qualitative guidelines:

Grade	Indicative Marks	Criterion
		Working upwards from a pass
D	40-43	A third Work of bare pass standard demonstrating some familiarity with relevant subject matter and application of relevant academic capabilities, but only just meeting threshold standards in research, analysis, organisation, focus or other skills essential to the assessment task, and/or with significant errors or omissions.
	44-47	A middle third Work of satisfactory quality which covers the basic subject matter adequately and is appropriately organised and presented, but which is primarily descriptive or derivative rather than analytical or creative. Study may be limited and narrowly focused. There may be some misunderstanding of key concepts and limitations in the ability to select relevant material or techniques, and/or in communication or other relevant key skills, so that the work may be flawed by some errors, omissions or irrelevancies. There will be some evidence of appropriate research and ability to construct an argument, but it may be narrowly focused. In dealing with solutions to technical problems, established and appropriate methods will generally be chosen, but these may be applied uncritically.
	46-49	A high third Work of a satisfactory standard demonstrating a reasonable level of understanding, and competent organisation, but lacking sufficient analysis and independence to warrant a C grade at the level concerned.
C	50-53	A lower second Work of sound quality which contains most, but not all, of the C grade characteristics for the level concerned.
	54-56	A good lower second Work of sound quality which is based on satisfactorily referenced sources and/or creative input and which demonstrates a grasp of relevant material and key concepts, together with ability to structure and organise arguments or

		materials effectively. The work may be rather standard, but will be mostly accurate, clearly communicated and provide some evidence of ability to engage in critical analysis and/or evaluation. There will be no serious omissions or irrelevancies. In dealing with solutions to technical problems, appropriate methods will be chosen. Coherent organisation in general with effective use of references and acknowledgement of sources.
	57-59	A high lower second Work which clearly fulfills all the criteria of the C grade for the level concerned, but shows a greater degree of critical analysis and/or insight.
B	60-63	An upper second Work of good quality which contains most, but not all, of the B grade characteristics for the level concerned.
	64-66	A good upper second Work of good quality which is based on a wide range of properly referenced sources and/or creative input, demonstrating a sound and above average level of understanding of concepts, methodology and content appropriate to the subject/discipline and to the assessment task. There is clear evidence of critical judgement in selecting, ordering and analysing content to construct a sound argument based on responses which reveal occasional insight and/or originality. Ability to solve discipline-related problems will be effectively and consistently demonstrated. Draws on an appropriate range of properly referenced sources.
	67-69	A high upper second Work which clearly fulfills all the criteria of the B grade for the level concerned, but shows greater insight and/or originality.
A	70-73	A first The qualities of an A grade but with more limitations. Work of very good quality which displays most, but not all, of the A grade characteristics for the level concerned.
	74-76	A good first Work of distinguished quality which is based on extensive research and/or strong technical and creative competence. Clear and logical organisation; consistent scheme of references, used entirely appropriately. An authoritative grasp of concepts, methodology and content appropriate to the subject/discipline

		and to the assessment task will be demonstrated. There is clear evidence of originality and insight and an ability to sustain an argument and/or solve discipline-related problems, based on critical analysis and/or evaluation. The ability to synthesise material effectively and the potential for skilled innovation in thinking and practice will be evident.
	77-79	An excellent first Work which fulfills all the criteria of the A grade, but at an exceptional standard for the level concerned. Substantial originality and insight, very few minor limitations.
	80-100	An outstanding first Work of outstandingly high quality and originality.
		Working downwards from a fail
FN	35-39	A bare fail Work which indicates some evidence of engagement with the subject material and learning process, but which is essentially misinterpreted, misdirected, misunderstood or poorly organised and sketchy or otherwise just failing to meet threshold standards at the level concerned.
	20-34	A fail Work which indicates little engagement with the subject material and learning process; which contains substantial errors or irrelevancies; which shows minimal evidence of planning and hardly any use of references and acknowledgement of sources; which clearly fails to meet threshold standards at the level concerned.
	1-19	A bad fail Work of very poor quality which is based on only minimal effort and/or contains little of relevance. It will offer hardly any evidence of familiarity with subject materials or skills appropriate to the discipline or task at the level concerned.
L UP	0	Nothing submitted. Extension not agreed before due date; or work containing nothing of any relevance or merit. Late submission; too late to be marked. Work failed pending decision about unfair practice.

Appendix 2 – Policy and Procedures

Policies relating to HE Students can be found on Moodle at:

<https://moodle.weston.ac.uk/mod/glossary/view.php?id=93970>