



Programme Handbook

Bachelor of Arts in Event Management Level 6 of the MQF/EQF



accredited by

Malta Further & Higher Education Authority

MFHEA Licence Number: 2023-010

Accreditation Category: Higher Education Course/Programme

2024

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1. Structure by Semesters B.A. in Event Management

Module Name	Semester						ECTS
	1	2	3	4	5	6	
Marketing	10						
Media Management	10						
Project Management	10						
Marketing Strategies		10					
Media Production		10					
Project Communication and Management		10					
Experience Design			10				
Event Management			10				
Online Marketing Management			10				
Sustainable Event Design				10			
Event Production				10			
Event Safety and Risk Management				10			
Strategic Event Management					10		
Digitisation of the Event Industry					10		
Destination Event Tourism					10		
Professional Practice						10	
Event Staging and Production (Major Project)						20	
Total	30	30	30	30	30	30	180

2. Standardised grading scale for assessments

Descriptor	Mark Range	Grade
Exceptional - work displaying exceptional quality and performance, showing comprehensive and critical understanding, and application of the subject matter with evidence of extensive additional reading/research/work.	90 %-100 %	A+
Outstanding - work displaying comprehensive and critical understanding of the subject matter with evidence of considerable additional reading/research/work.	80 % - 89 %	A
Excellent - work displaying comprehensive understanding and very good working knowledge of the subject matter with evidence of a moderate amount of additional reading/research/work.	75 % - 79 %	B+
Very good - work displaying substantial understanding, above-average performance, a working knowledge of the subject matter with evidence of some additional reading/research/work.	70 % - 74 %	B
Good - work displaying sound understanding, average performance with evidence of little additional reading/research/work.	60 % - 69 %	C+
Satisfactory - work displaying satisfactory understanding, adequate performance with no evidence of additional reading/research/work.	55 % - 59 %	C
Acceptable - work displaying satisfactory understanding with shortcomings, adequate but inconsistent performance with no evidence of additional reading/research/work.	50 % - 54 %	D+
Basic - work displaying basic understanding, marginal performance, satisfying minimum criteria (pass mark).	45 % - 49 %	D
Not Sufficient - work displaying inadequate understanding to varying degrees. Unjustified absence for an assessment when a valid reason for absence is required, or failure to hand in assigned work on time shall also be marked "F".	0 % - 44 %	F
The following grade when assigned to modules shall not be taken into consideration for computation purposes but form part of the student's academic record: Pass - when assessment is based on a Pass/Fail basis only.		P

3. Overall Course Description

Title of the Qualification/ Award	Bachelor of Arts in Event Management	
Proposed MQF Level	Level 6	
Hours of Total Learning <u>1 ECTS is equivalent to 25 total hours of learning</u> , inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) <u>must be contact hours</u> or as otherwise established from time to time by MFHEA.	Total Contact Hours (Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures, participation in online forums, video-lectures) <div style="float: right; border: 1px solid black; padding: 2px 10px;">948</div>	Supervised Placement and Practice Hours <div style="float: right; border: 1px solid black; padding: 2px 10px;">0</div> (During these hours the learner is supervised, coached, or mentored. Tutorial hours may be included here)
	Self-Study Hours (Estimated workload of research and study) <div style="float: right; border: 1px solid black; padding: 2px 10px;">1758</div>	Assessment Hours (Examinations/ presentations/ group work/ projects, etc.) <div style="float: right; border: 1px solid black; padding: 2px 10px;">1794</div>
Total Learning Hours	4500 Hours	
Total Number of ECTS for Programme Completion	180 ECTS	
Mode of Attendance	Full-Time <input checked="" type="checkbox"/>	Part-Time <input type="checkbox"/>
	<i>(Double click on the box and mark checked under Default Value)</i>	
Programme Duration	Full- Time: 3 Years	Part-time: _____ Weeks Part-time: _____ Months Part time: _____ Years <i>(choose as applicable)</i>
Language/s of Instruction of Programmes	German and English	

<p>Target Group</p>	<p>The target audience for the programme are students aged 19-30, with a strong interest in working in the events industry. The programme provides an opportunity for the target group of students to learn more about and build skills and competencies in the areas of designing, planning and running events.</p> <p>The target audience is not confined to a particular locality and the programme is aiming to recruit qualified candidates, i.e. those that meet the minimum admission requirements, from any part of the world.</p> <p>Considering the online nature of the programme it welcomes working practitioners. Candidates with backgrounds and interests in the events industry but without certified qualification are provided with an opportunity to undertake the programme provided that they meet other requirements and compensate for educational qualifications through provision of portfolio of work.</p>
<p>Relationship to Occupation/s</p>	<ul style="list-style-type: none"> a) Event Manager b) Festival Manager c) MICE (Meetings, Incentives, Conferences & Exhibitions) Manager d) Event Designer e) Event Production f) Wedding Planner g) Project Manager h) Marketing Campaign Manager i) Venue Manager j) Music Manager k) Event Marketing and Promotion Manager l) Destination Manager
<p>Entry Requirements</p>	<p>Applicants are eligible for admission by meeting the following requirements:</p> <p>A) Evidence of:</p> <ul style="list-style-type: none"> a) Age requirement: <ul style="list-style-type: none"> • At least 18 years of age by the beginning of studies b) Previous education requirement: <ul style="list-style-type: none"> • A-levels or a Matriculation Certificate from Malta or a Pre-tertiary certificate from Malta or a Level 4 diploma from Chamber of Commerce and Industry from Germany or a Foundation Certificate from a UK higher educational institution or any other international equivalent that is at level 4 of the MQF with evidence of studying events management or related subject, OR • Candidates with backgrounds and interests in the events industry but without certified qualification are encouraged to apply and required to provide a portfolio. c) Language requirements for programme taught in German: <ul style="list-style-type: none"> • A certificate that proves their mastery of the German language at the level of B2 of CEFR OR • A secondary school certificate for a German medium of instruction school d) Language requirements for programme taught in English: <ul style="list-style-type: none"> • A certificate that proves their mastery of the English language at the level of B2 of CEFR OR • A secondary school certificate for an English medium of instruction school

	<p>B] Applicants must be able to confirm that they have:</p> <p>d) Equipment for online lectures and use of the VLE</p> <ul style="list-style-type: none"> • Stable internet access via a personal computer (a tablet computer can also work, a mobile phone will not suffice) <p>e) Equipment for practice and coursework</p> <ul style="list-style-type: none"> • Personal computer (a tablet computer with added keyboard can also work) • Backup medium (e.g. USB Thumbdrive min. 32GB) • Word processing software (e.g. Microsoft Word, Open Office etc.) • Table Calculation software (e.g. Microsoft Excel, Open Office etc.) • Presentation Software (e.g. Microsoft Powerpoint, Open Office etc.) • PDF reader and printer • <i>If specialised software is necessary, to compensate e.g. for seeing or hearing impairment, students need to provide for that themselves!</i> <p>f) Digital Competency</p> <ul style="list-style-type: none"> • Basic computer operating skills such as installing software, storing, retrieving and backing up data • Basic internet skills such as searching for information, setting up accounts, down- and uploading files online • Word processing skills using e.g. Microsoft Word, Open Office etc. • Printing to PDF <p>Advanced Entry via RPL</p> <p>In addition to the above standard admission criteria for initial entry to the programme, candidates where appropriate can be considered for advanced entry via the UIS RPL Policy and Procedure.</p>
<p>Overall Programme Description</p>	<p>The programme is composed of 17 core modules, which comprise 180 ECTS credits. Throughout their studies students will learn about the events industry as well as gain many practical skills working with industry standard computer software to boost their skills and competencies and prepare for their professional career. In addition the programme provides in depth knowledge and develops a range of skills for working in marketing, budgeting, tourism and management.</p> <p>Each module of the programme is designed to contribute to the overarching programme level learning outcomes and build competencies required for the profession. In terms of knowledge students will be able to define and explain main concepts of event production and event design, recall theoretical aspects of budgeting and marketing, identify appropriate strategies to be used in the given contexts. The skills developed by the end of the programme will allow graduates to appropriately use their knowledge, strategies, and tools to plan, design, market and manage event productions on every level, work individually and as part of a team to produce high quality events in any context.</p>

	<p>All modules on the programme are core and their sequences allows for gradual build up of knowledge, skills, and abilities. Those in turn contribute to the development of competencies, thus forming a holistic vision on the subject matter and supplying the students with all the required tools needed.</p>
<p>Learning Outcomes for Knowledge obtained at the end of the programme</p>	<p>The learner will be able to:</p> <ol style="list-style-type: none"> a) evidence a critical understanding of the concepts, principles and theoretical knowledge informing the study of event design and management. b) demonstrate application of theoretical and practical knowledge to the industry practice of contemporary event design and management, considering relevant social and ethical issues . c) understand the application of complex methods and practices in different areas of contemporary events design and production . d) analyse the cultural and historical influences that have informed their creative industry practice.
<p>Learning Outcomes for Skills obtained at the end of the programme</p>	<p>The learner will be able to:</p> <ol style="list-style-type: none"> a) apply professionally accepted methods and practices of contemporary event design and management. b) create and communicate ideas, problems and solutions using an appropriate evidence base to multiple audiences. c) work effectively within event project teams, reflecting on leadership and work competencies. d) conceive, design, and execute a viable brief to a high professional standard and deliver in an appropriate professional format.
<p>Selection Criteria for Tutors/Lecturers for this programme:</p>	<p>The minimum requirements for the course leader to include:</p> <ul style="list-style-type: none"> • Bachelor’s degree and minimum 5 years of professional experience • Minimum of 1 year experience as lecturer or tutor, preferably online, and/or basic paedagogical qualification such as trainer certificate from an education provider • Minimum 1 year experience of managing a course <p>The minimum requirements for the tutors/lecturers to include:</p> <ul style="list-style-type: none"> - Bachelor’s degree in the field or 3+ years of professional experience in the field - Minimum of 1 year experience as lecturer or tutor, preferably online, and/or basic paedagogical qualification such as trainer certificate from an education provider <p>Candidates have to confirm that they agree to</p> <ul style="list-style-type: none"> - attend UIS induction programme which covers UIS policies, processes, and procedures as well as a professional approach to online teaching and learning - and undergo continuous development of professional expertise in digital strategies and process for online teaching and learning.
<p>General Assessment Methods</p>	<p>The assessment takes place at the modular level at an appropriate form to assess module-specific learning outcomes in full. The general approach taken is that there is sufficient assessment of an appropriate form aligned to the learning outcomes and levels of MQF at which the modules are taught. Curriculum and</p>

	<p>assessment development process at UIS ensures that students are exposed to various forms of assessment, which are valid and reliable. The alignment of the assessment is considered during programme development.</p> <p>Overall, the programme includes such types of assessment as</p> <ul style="list-style-type: none">• Reports, including reflective reviews, literature reviews and audits• Proposals• Project Plans• Business plans• Critical analyses and reviews of work• Presentations, group and individual• Practical group work• Exams• Case studies <p>Assessment can be group or individual. Such an approach allows for inclusion of various types of learners and provides them with a number of ways to demonstrate their learning. Moreover, assessments are designed in a way that supports development of student competencies to demonstrate autonomy and responsibility.</p> <p>Assessment is communicated to students in due time and in accordance with the assessment schedule following the standard templates for setting assessment. Before the assessment is communicated to students it goes through a process of moderation. Moderation of assessment is an important quality assurance mechanism, which ensures that assessment is prepared and communicated to students on time, free of grammatical and spelling errors, follows the approved templates, aligned to the learning outcomes it sets to assess, criteria is appropriate, fair, and transparent.</p> <p>All modules have formative activities to support student learning through feedback. Assessment is primarily through coursework to maintain a practical component and is often based on critical review and discussion with tutors and peers.</p> <p>Students receive feedback on their assessment at the end of the semester. This is usually a detailed breakdown of the assessment criteria achieved as well as written feedback in the form of comments and advice for future work. In situations where individual feedback is not appropriate for summative assessment (e.g., in the case of an examination), module leaders will write a summary of the student's overall performance.</p> <p>The pass mark for the entire programme is 45 %.</p>
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4. The Programme Structure

Module/Unit Title	Compulsory (C) or Elective (E)	ECTS (Figures must be whole integers and with a value of at least 1 ECTS)	MQF Level of each module	Mode of Teaching (Lectures, workshop, placement, asynchronous, forums, VLE, etc.)	Mode of Assessment (Examination, assignment, project, blog, etc.)
Marketing	C	10	5	Video lectures, tutorials, workshops, VLE	Written Proposal, Individual Presentation
Media Management	C	10	5	Video lectures, tutorials, workshops, VLE	Written Report, Individual Presentation
Project Management	C	10	5	Video lectures, tutorials, workshops, VLE	Written Report, Individual Presentation
Marketing Strategies	C	10	5	Video lectures, tutorials, workshops, VLE	Written Report, Individual Presentation
Media Production	C	10	5	Video lectures, tutorials, workshops, VLE	Written Report, Practical work
Project Communication and Management	C	10	5	Video lectures, tutorials, workshops, VLE	Project Plan
Experience Design	C	10	5	Video lectures, tutorials, workshops, VLE	Written Report, Group Presentation
Event Management	C	10	5	Video lectures, tutorials, workshops, VLE	Written Report
Online Marketing Management	C	10	5	Video lectures, tutorials, workshops, VLE	Written Proposal, Practical Work
Sustainable Event Design	C	10	5	Video lectures, tutorials, workshops, VLE	Individual Presentation,

					Written Audit Report
Event Production	C	10	5	Video lectures, tutorials, workshops, VLE	Written Report, Written Proposal
Event Safety and Risk Management	C	10	5	Video lectures, tutorials, workshops, VLE	Exam, Written Report
Strategic Event Management	C	10	6	Video lectures, tutorials, workshops, VLE	Individual Presentation, Written Business Plan
Digitisation in the Event Industry	C	10	6	Video lectures, tutorials, workshops, VLE	Written Proposal
Professional Practice	C	10	6	Video lectures, tutorials, workshops, VLE	Case Study, Portfolio
Destination Event Tourism	C	10	6	Video lectures, tutorials, workshops, VLE	Individual Presentation, Literature Review
Event Staging and Production (Major Project)	C	20	6	Video lectures, one-on-one consultation, VLE	Group Written Proposal, Group Practical Work & Project Documentation, Individual Written Report
Total ECTS for Programme Completion		180 ECTS			
Exit Awards/Qualifications		Exit Award: Undergraduate Higher Diploma in Event Management MQF Level: 5 ECTS: 120 Modules: all modules from semesters 1-4 Duration: 4 Semesters			

5. Module Descriptions

Title of the Module/Unit	Marketing
Module/Unit Description	<p>This module aims at providing the basic and techniques for the marketing of events. Students will be introduced to the mechanisms of marketing and event marketing. Students will learn how certain marketing activities affect the behaviour of target groups. They will become familiar with the basic concepts of marketing, (such as the 7 Ps of Marketing and Integrated Marketing Communications plans), develop marketing ideas for events, and plan their first marketing campaign.</p> <p>The module will cover the following areas:</p> <ul style="list-style-type: none"> a) Fundamentals of marketing b) Target groups and market segmentation c) The 7 Ps of Service Marketing Mix d) Planning and execution of integrated marketing campaigns e) Special forms of marketing such as trade fairs, PR agencies, events f) Budgeting and controlling marketing activities g) Internal and external communication of marketing activities; offline and online h) Creative techniques for finding marketing ideas and strategies i) Professional communication skills including proposal writing and presentations.
Learning Outcomes	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) conduct given tasks of the module, meeting the set requirements b) work individually to create marketing plans c) take responsibility for assigned tasks and apply learned methods and independent research <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) basic Marketing concepts b) standard procedures when developing integrated marketing plans c) Marketing content and ideas d) a suitable project that is in line with personal development and interests, drawn from the subject areas of the module and created with the lecturer according to mutually agreed objectives

	Skills:	
	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) practice effective and professional behaviour, take responsibility to achieve a given goal b) plan and implement the assignments as given in the module for their further application in the world of work c) independently research Marketing and write a detailed analysis in a formal style, citing all sources correctly d) research and explain how the Marketing Mix can be used by events apply and demonstrate the skills learned in the module with the goal of being able to use them in a practice-oriented environment 	
	<p>Module-Specific Learner Skills</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) use the basic principles for marketing and management in the given context b) design basic marketing plans and marketing strategies c) assess potential problems and develop solutions using analytic tools 	
	<p>Module-Specific Digital Skills and Competences</p> <p><i>(Over and above those mentioned in Section B)</i></p>	
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours ¹</p> <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">(Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</div> <div style="border: 1px solid black; padding: 5px 15px; text-align: center;">53</div> </div>	<p>Supervised Placement and Practice Hours</p> <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">(During these hours the learner is supervised, coached or mentored)</div> <div style="border: 1px solid black; padding: 5px 15px; text-align: center;">0</div> </div>
	<p>Self-Study Hours</p> <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">(Estimated workload of research and study)</div> <div style="border: 1px solid black; padding: 5px 15px; text-align: center;">99</div> </div>	<p>Assessment Hours</p> <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">(Examinations/ presentations/ group work/ projects etc.)</div> <div style="border: 1px solid black; padding: 5px 15px; text-align: center;">98</div> </div>
<p>Total Learning Hours of this Module</p>	<p>250 Hours</p>	

¹ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>
Total Number of ECTS of this Module/Unit	10	
Explain how this module/unit will be taught	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>	
Explain how this particular module/unit will be assessed	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Individual Presentation, review of an Event Marketing Campaign using the 7Ps Marketing Mix template (5 minutes, 30 %) b) Written Proposal, proposing a marketing campaign for an event, using offline and online methods (1,750 words, 70 %) 	

Title of the Module/Unit	Media Management
Module/Unit Description	<p>This module introduces the students to the technological and the organisational part of media planning at events. It covers different areas of professional application of print and digital media, on- and offline.</p> <p>At the end of the module, students will have been introduced to the use of media and technology at events and will complete a detailed media plan including choosing and assessing diverse types of media and technology (such as platforms, apps and social media) for an event.</p> <p>The module will also assess current trends in industry such as the use of Voting Polls, Event Management Apps, Augmented and Virtual Reality, Artificial Intelligence and Holograms to engage audiences.</p>
Learning Outcomes	<p>Competences:</p>
	<p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) conduct the given tasks of the module, meeting the set requirements b) conduct tasks to create a media campaign c) take responsibility for assigned tasks and apply learned methods and independent research
	<p>Knowledge:</p>
	<p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) main theories and concepts in the media management subject area b) complex procedures and solutions for typical problems when managing a media campaign c) benefits of diverse types of media when planning a campaign d) different areas of application for print and digital media and their typical costs
	<p>Skills:</p>
<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) demonstrate effective and professional behaviour, take responsibility to achieve a given goal b) plan and implement the assignments as given in the module c) research a topic and write a detailed critical analysis in a formal style, citing all sources correctly 	
Applying	<p>Module-Specific Learner Skills</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) demonstrate the basic principles of analogue and digital media planning

	<p>Module-Specific Digital Skills and Competences</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <p>a) use basic digital tools for media planning b) identify and use diverse types of digital media c) use digital media databases</p>	
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours² <input type="text" value="53"/></p> <p>(Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</p>	<p>Supervised Placement and Practice Hours <input type="text" value="0"/></p> <p>(During these hours the learner is supervised, coached or mentored)</p>
	<p>Self-Study Hours <input type="text" value="99"/></p> <p>(Estimated workload of research and study)</p>	<p>Assessment Hours <input type="text" value="98"/></p> <p>(Examinations/ presentations/ group work/ projects etc.)</p>
<p>Total Learning Hours of this Module</p>	<p>250 Hours</p>	
<p>Mode of Delivery</p> <p>Kindly tick a box, as applicable</p>	<p>Fully Face-to-Face Learning <input type="checkbox"/></p>	<p>Blended Learning <input type="checkbox"/></p>
	<p>Fully Online Learning <input checked="" type="checkbox"/></p>	<p>Work Based Learning <input type="checkbox"/></p>
<p>Total Number of ECTS of this Module/Unit</p>	<p>10</p>	
<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p>	

² In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

	<p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
Explain how this particular module/unit will be assessed	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none">a) Written report on the role that Media plays in engaging an event audience (1,750 words, 70 %)b) Individual Presentation to peers - propose and compare a range of innovative and creative technology to be used at an event (5 minutes, 30 %)

<p>Title of the Module/Unit</p>	<p>Project Management</p>
<p>Module/Unit Description</p>	<p>This module provides the basic knowledge of project management. Students will be introduced to project work processes in different fields of business. They will learn the differences and the similarities of projects in the field of event management, marketing, IT, software development and construction contexts.</p> <p>Students will explore and develop essential project management practices, including self-management, time-management, teamwork, communication and presentation techniques, and basic concepts of internal marketing and communications.</p> <p>The module will cover the following areas:</p> <ul style="list-style-type: none"> a) Techniques and methods for successful project management in events b) Team-oriented creativity techniques c) Effective budget management and controlling for projects d) Correct forms of documentation of event projects e) Fundamentals of internal marketing and communication within project teams
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) conduct the given tasks of the module, meeting the set requirements b) produce basic project management plans c) take responsibility for assigned tasks and apply learned methods and independent research d) identify a suitable project that is in line with personal development and interests, drawn from the subject areas of the module and created with the lecturer according to mutually agreed objectives <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) the main concepts of the project management subject area b) typical problems and potential management solutions for events projects c) project management tools and processes as applied in a range of business fields d) theories and tools to support event project management plans <p>Skills:</p> <p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) demonstrate effective and professional behaviour, take responsibility to achieve a given goal b) plan and implement the assignments as given in the module c) researching a project management topic and produce a detailed critical report in a formal style, citing all sources correctly d) delivering a comprehensive presentation apply and demonstrate the skills learned in the module with the goal of being able to use them in a practice-oriented environment

Applying	<p>Module-Specific Learner Skills</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <p>a) demonstrate the use of the basic principles of project management in relation to events</p>	
	<p>Module-Specific Digital Skills and Competences</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>a) identify and select digital project management tools, including softwares</p>	
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours³ <input type="text" value="53"/></p> <p><i>(Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</i></p>	<p>Supervised Placement and Practice Hours <input type="text" value="0"/></p> <p><i>(During these hours the learner is supervised, coached or mentored)</i></p>
	<p>Self-Study Hours <input type="text" value="99"/></p> <p><i>(Estimated workload of research and study)</i></p>	<p>Assessment Hours <input type="text" value="98"/></p> <p><i>(Examinations/ presentations/ group work/ projects etc.)</i></p>
Total Learning Hours of this Module	250 Hours	
<p>Mode of Delivery</p> <p>Kindly tick a box, as applicable</p>	<p>Fully Face-to-Face Learning <input type="checkbox"/></p>	<p>Blended Learning <input type="checkbox"/></p>
	<p>Fully Online Learning <input checked="" type="checkbox"/></p>	<p>Work Based Learning <input type="checkbox"/></p>
Total Number of ECTS of this Module/Unit	10	
Explain how this module/unit will be taught	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual</p>	

³ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

	<p>learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
<p>Explain how this particular module/unit will be assessed</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Written report, critically analysing and reviewing relevant project management tools / frameworks for events (1,750 words, 70 %) b) Individual Presentation on the value and benefit of a specific project management tool / process for events (5 minutes, 30 %)

Title of the Module/Unit	Marketing Strategies
<p>Module/Unit Description</p>	<p>Students will consider the different approaches of marketing events, as well as using events as part of experiential marketing campaigns and content creation.</p> <p>The module will focus on strategic marketing planning across a range of business event industry sectors, such as Trade Shows, Product Launches and Conferences. Students will learn about marketing strategies based on market research and target-group analysis. Students will also learn how to think in a sales-oriented way, research and analyse data, conceive, and implement target-group-oriented advertising campaigns, aligned to clear consumer personas.</p> <p>The module will cover the following areas:</p> <ul style="list-style-type: none"> a) Fundamentals of experiential marketing and using events as strategic marketing campaigns for brands b) Target groups and market segmentation: the use of consumer personas c) Planning and execution of marketing campaigns for a range of business event industry sectors d) The use of experiential events as part of strategic and integrated marketing campaigns e) Budgeting and controlling marketing activities f) Internal and external communication of marketing activities g) Creative techniques for finding marketing ideas and strategies h) Inbound and outbound marketing campaigns, using co-creation and User Generated Content.
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) conduct the given tasks of the module, meeting the set requirements b) conduct tasks to create marketing plans c) be responsible for assigned tasks and apply learned methods and independent research <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) describe the general theories and main definitions in the marketing subject area b) identify complex procedures and describe their typical solutions when developing marketing plans c) case studies of events as part of successful marketing and PR campaigns

	Skills:	
	At the end of the module/unit the learner will have acquired the following skills:	
	<ul style="list-style-type: none"> a) demonstrate effective and professional behaviour, take responsibility to achieve a given goal b) plan and present an events marketing strategy research a marketing topic and write a detailed and critical analysis in a formal style, citing all sources correctly 	
Applying	Module-Specific Learner Skills	
	<i>(Over and above those mentioned in Section B)</i>	
	At the end of the module/unit the learner will be able to:	
	<ul style="list-style-type: none"> a) use understanding of the purpose of marketing in specific contexts in a range of companies b) design complex marketing plans and marketing strategies c) present the impact of marketing activities along the value chain of products and services during creation, production, and promotion d) design an event for strategic marketing purposes 	
	Module-Specific Digital Skills and Competences	
	<i>(Over and above those mentioned in Section B)</i>	
Hours of Total Learning for this Module/Unit	Total Contact Hours ⁴	Supervised Placement and Practice Hours
	(Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)	(During these hours the learner is supervised, coached or mentored)
1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.	53	0
	Self-Study Hours	Assessment Hours
	(Estimated workload of research and study)	(Examinations/ presentations/ group work/ projects etc.)
	99	98
Total Learning Hours of this Module	250 Hours	
Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>

⁴ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

<p>Total Number of ECTS of this Module/Unit</p>	<p>10</p>
<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
<p>Explain how this particular module/unit will be assessed</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Individual Presentation of a design for an integrated marketing communication plan for a brand using an experiential event (5 minutes, 30 %) b) Written report, discussing why events can be valuable as part of a brand's marketing strategy (1,750 words, 70 %)

Title of the Module/Unit	Media Production
Module/Unit Description	<p>This module focuses on developing professional media campaigns and the use of multimedia technology at events. Students will investigate a wide range of analogue and digital media that define the current standards in news, entertainment, and business communication. They will develop an understanding of the technological aspects of each media and will also be familiar with typical costs and how these feature within event budgets, and other resources such as time and competency.</p> <p>Students will be able to research and discuss appropriate media from third party contractors to meet the requirements of a project and fit within a set budget. Students will themselves gain experience of actually using creative media tools as part of the module, and will be encouraged to explore media editing and broadcasting software and platforms such as screencast-o-matic, vimeo, biteable, imovie, adobe, Canva and so on.</p>
Learning Outcomes	Competences:
	<p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) conduct the given tasks of the module, meeting the set requirements b) be responsible for and guide others to create a financially viable media campaign c) take responsibility for assigned tasks and apply learned methods and independent research
	Knowledge:
	<p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) the complex procedures and solutions for typical problems when managing media production b) current industry standards in news, entertainment, and business communication, technology and media
Skills:	
<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) demonstrate effective and professional behaviour, take responsibility to achieve a given goal b) plan and implement the assignments as given in the module c) designing and producing an innovative video to 'professional' standards, paying attention to production values and content and using the specifications of the medium to advantage d) research media production in relation to events and write a detailed report in a formal style, citing all sources correctly e) apply and demonstrate the skills learned in the module with the goal of being able to use them in a practice-oriented environment 	

Applying	<p>Module-Specific Learner Skills</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) analyse a combination of diverse types of media and assess the strengths and weaknesses of each b) communicate the correct type of media when working with third party contractors to meet the requirements of a project c) reflect on their own event experience and create and edit a piece of media to document this 			
	<p>Module-Specific Digital Skills and Competences</p> <p><i>(Over and above those mentioned in Section B)</i></p>			
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours ⁵</p> <p>(Contact Hours are hours invested in learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">53</div>	<p>Supervised Placement and Practice Hours</p> <p>(During these hours the learner is supervised, coached or mentored)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">0</div>
	<p>Self-Study Hours</p> <p>(Estimated workload of research and study)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">99</div>	<p>Assessment Hours</p> <p>(Examinations/ presentations/ group work/ projects etc.)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">98</div>
<p>Total Learning Hours of this Module</p>	<p>250 Hours</p>			
<p>Mode of Delivery</p> <p>Kindly tick a box, as applicable</p>	<p>Fully Face-to-Face Learning</p>	<input type="checkbox"/>	<p>Blended Learning</p>	<input type="checkbox"/>
	<p>Fully Online Learning</p>	<input checked="" type="checkbox"/>	<p>Work Based Learning</p>	<input type="checkbox"/>
<p>Total Number of ECTS of this Module/Unit</p>	<p>10</p>			
<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p>			

⁵ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

	<p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
<p>Explain how this particular module/unit will be assessed</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Practical Work, Multimedia Video, Blogging their own experience of an event they have attended, (5 minutes, 30 %) b) Written Report, Media Production Proposal including costings, as a detailed response to an event brief (1,750 words, 70 %)

Title of the Module/Unit	Project Communication and Management
Module/Unit Description	<p>This module aims at providing students with the competence and the confidence to take responsibility over several departments that participate in an event project.</p> <p>Students will identify multiple stakeholders and their influences / roles within a project. They will explore stakeholder management techniques and consider a variety of effective project communication requirements.</p> <p>Students will learn how to collect information, assess the scope of work of each department and calculate the total requirements of all resources in order to enable them to produce a holistic management plan for all stakeholders and shareholders of the project.</p> <ul style="list-style-type: none"> a) Techniques and methods for complex project management scenarios b) Team and stakeholder management techniques c) Resource allocation in complex projects d) Strategic budget setting, management and controlling for projects e) Correct forms of documentation of projects f) Internal and external project marketing and communication within wider project stakeholder groups
Learning Outcomes	Competences:
	<p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) conduct the given tasks of the module, meeting the set requirements. b) of complex project management plans for multiple audiences, including resource reporting c) apply learned methods to independent research for and delivery of required assignment/s
	Knowledge:
	<p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) main concepts, processes and sequences in the event project management subject area b) methods for identifying, measuring and communicating on core KPIs for events projects c) procedures, processes and other management solutions for resolving complex problems when managing an event project d) communication strategies and methods for multiple internal project audiences e) the role and influence of project stakeholders

	Skills:		
	At the end of the module/unit the learner will have acquired the following skills:		
	<ul style="list-style-type: none"> a) demonstrating effective and professional management behaviour, taking responsibility to achieve multiple or complex goals b) planning and delivering the assignments as given in the module c) researching project communication practices and producing a detailed management plan in a formal style, citing all sources correctly a) defining goals, KPIs, milestones and suitable management and communication processes for events projects 		
Applying	Module-Specific Learner Skills		
	<i>(Over and above those mentioned in Section B)</i>		
	At the end of the module/unit the learner will be able to:		
	<ul style="list-style-type: none"> a) design a project plan that considers all stake holders requirements and calculate the resources necessary to deliver on time b) apply project management structures on to unstructured situations to ensure clearly defined outcomes 		
	Module-Specific Digital Skills and Competences		
	<i>(Over and above those mentioned in Section B)</i>		
Hours of Total Learning for this Module/Unit 1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.	Total Contact Hours ⁶ (Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)	53	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached or mentored)
	Self-Study Hours (Estimated workload of research and study)	99	Assessment Hours (Examinations/ presentations/ group work/ projects etc.)
Total Learning Hours of this Module	250 Hours		
Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>	
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>	
Total Number of ECTS of this Module/Unit	10		

⁶ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
<p>Explain how this particular module/unit will be assessed</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 1 task with the following weighting:</p> <ul style="list-style-type: none"> a) Project management plan for key event stakeholder/s (2500 words, 100 %)

Title of the Module/Unit	Experience Design
<p>Module/Unit Description</p>	<p>In this module students will start to explore the principles, practices, theories and processes which relate to contemporary event design. They will consider how these inform and are applied to all stages of event creation, including idea generation, sensory and emotional based experience design, staging, audience flow, and evaluation.</p> <p>Students will demonstrate their creativity by planning and designing an event, working in groups to devise an appropriate experience in response to a contemporary brief, provided in consultation with event professionals.</p> <p>In this module, students will develop teamwork and time management skills, learn how to effectively communicate their final idea in a suitable format, and explore and reflect upon their personal creativity and collaboration skills.</p> <p>The module will consider the following areas in depth:</p> <ul style="list-style-type: none"> a. the role of events in the experience economy b. teamworking and creative collaboration c. event design practice d. communication of creative ideas e. effective pitching to clients and stakeholders <p>The pitch presentation will be made to a panel including tutors and event professionals for formative and summative feedback, reflecting the real-world tender process to potential client/s.</p>
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) manage a collaborative event design project, using problem solving techniques to resolve challenges b) collaborate effectively and creatively with a team to design an event c) review performance of self and others through engagement with collaborative task and reflective report <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) the main concepts and theories in the event design subject area b) complex challenges, procedures and solutions to typical problems when designing an event c) social issues informing event design, including equality and diversity in experience design

	Skills: At the end of the module/unit the learner will have acquired the following skills: a) demonstrate effective and professional behaviour, take responsibility to achieve group and individual goals b) research and create an event design using theoretical and practical knowledge c) effectively communicate an event design in a professional pitch a) evaluate personal performance in a detailed reflective analysis in a formal style, citing all sources correctly	
Applying	Module-Specific Learner Skills (Over and above those mentioned in Section B) At the end of the module/unit the learner will be able to: a) design an event to professional industry standards b) demonstrate original solutions to event design and planning	
	Module-Specific Digital Skills and Competences (Over and above those mentioned in Section B)	
Hours of Total Learning for this Module/Unit 1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.	Total Contact Hours ⁷ <input type="text" value="53"/> (Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)	Supervised Placement and Practice Hours <input type="text" value="0"/> (During these hours the learner is supervised, coached or mentored)
	Self-Study Hours <input type="text" value="95"/> (Estimated workload of research and study)	Assessment Hours <input type="text" value="98"/> (Examinations/ presentations/ group work/ projects etc.)
Total Learning Hours of this Module	250 Hours	
Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>
Total Number of ECTS of this Module/Unit	10	

⁷ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
<p>Explain how this particular module/unit will be assessed</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Group creation and pitch presentation of an event design proposal in response to a specific brief (20 minutes, 30 %) b) Individual reflective report on creative collaboration experience (2,100 words, 70 %)

Title of the Module/Unit	Event Management
<p>Module/Unit Description</p>	<p>This module enables students to understand the core domains of event management, in order to be able to organise a wide range of events, meeting the expectations of stakeholders and shareholders.</p> <p>Students will learn how to successfully create, develop and deliver an event through consideration of the specialist knowledge and skills required, using authoritative industry and academic sources as reference points, including EMBOK (event management body of knowledge). Students will consider the strategic purpose informing the ‘why’ of event innovation and how to articulate objectives enabling the delivery of purpose.</p> <p>The module will explore core areas including budget, marketing, health and safety, HRM (the recruitment, management and support of event people), the acquisition of sponsors and partners, and event evaluation.</p> <p>The module will cover the following key areas:</p> <ul style="list-style-type: none"> • Contexts, main players, and processes in the events industry • Developing and designing new event ideas to support a range of purposes • Financial management, including funding sources and budget control • Stakeholder management • Professional planning, organisation, and logistics • Safe implementation and efficient delivery of planned events • HRM with a focus on wellbeing within the events industry • Evaluation methods for events projects
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ol style="list-style-type: none"> a) conduct the given tasks of the module, meeting the set requirements b) conduct tasks to organise and plan and evaluate events c) take responsibility for assigned tasks and apply taught methods as well as self-directed research <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ol style="list-style-type: none"> a) the main concepts and theories in the event management subject area b) complex procedures and appropriate solutions for typical problems when managing an event c) specialist knowledge and skills required for effective management in relation to variety of event types

	Skills:	
	At the end of the module/unit the learner will have acquired the following skills:	
	<ul style="list-style-type: none"> a) demonstrate effective and professional behaviour, taking responsibility to complete assignments b) review performance of existing event, mapping and analyse practices and behaviours against existing management theories c) research and use information to write a detailed critical event analysis in a formal style, correctly citing all sources 	
Applying	Module-Specific Learner Skills	
	<i>(Over and above those mentioned in Section B)</i>	
	At the end of the module/unit the learner will be able to:	
	<ul style="list-style-type: none"> a) organise and plan events, meeting the expectations of stakeholders b) consider options for a range of digital and non-digital events including concerts, business events, festivals, and speaker-based events 	
	Module-Specific Digital Skills and Competences	
	<i>(Over and above those mentioned in Section B)</i>	
Hours of Total Learning for this Module/Unit 1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.	Total Contact Hours ⁸ (Contact Hours are hours invested in learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)	53
	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached or mentored)	0
	Self-Study Hours (Estimated workload of research and study)	99
	Assessment Hours (Examinations/ presentations/ group work/ projects etc.)	98
Total Learning Hours of this Module	250 Hours	
Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>
Total Number of ECTS of this Module/Unit	10	

⁸ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
<p>Explain how this particular module/unit will be assessed</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 1 task with the following weighting:</p> <ul style="list-style-type: none"> a) Written Report, a critical analysis of an agreed event type, mapping all required project activities against core event management domains and strategic purpose (3,000 words, 100 %)

Title of the Module/Unit	Online Marketing Management
<p>Module/Unit Description</p>	<p>Online marketing management is a field of responsibility which is key to every company in the modern world. Students will learn about the KPIs, the technological capabilities and the strategic application of online marketing tools and a range of digital marketing strategies on this module. Students will develop skills in planning, coordination, and implementation of marketing operations on the internet. Students will consider Performance Marketing, such as pay per click Search Engine Advertising (SEA), and also consider evaluative tools such as Net Promoter Score (NPS).</p> <p>The module investigates the management of digital and social media technologies within a 21st century business environment. The module will examine digital value creation, social media channel evaluation and aspects of data driven decision making. Students will be challenged to use this knowledge, alongside their own research, to propose a digital marketing plan for before, during and after an event, balancing and integrating the use of search strategies (SEO and SEA), CRM, influencer marketing and social media, with marketing tools such as NPS.</p> <p>The module will also enable students to explore online survey tools for evaluation, such as Survey Monkey, Qualtrics or Google Forms; and allow students to investigate qualitative (and quantitative) primary research methods as part of questionnaire design. The students will be required to identify an event/experience (which might include a bar/restaurant, retailer, event venue, theme park) and liaise with the organisers to design and conduct a bespoke experience evaluation survey. This practical assessment creates the opportunity for the student to work with a client to design and conduct a survey, and to analyse the resulting data and produce a professional evaluation report for use by the client.</p>
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) conduct the given tasks of the module, meeting the set requirements b) collaborate with others to manage and implement online marketing plans c) take responsibility for assigned tasks and apply learned methods as well as independent research <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) the main concepts and theories of the online marketing subject area b) complex procedures and typical problems of online marketing management c) industry standard KPIs, technological capabilities and the strategic application of online marketing tools and strategies

	<ul style="list-style-type: none"> d) ideas of evaluation and KPIs through the design and delivery of an evaluative audience survey e) research methods theory for qualitative and quantitative primary research 	
	<p>Skills:</p> <p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) demonstrate effective and professional behaviour and take responsibility to achieve a given goal b) create an online marketing management proposal in a professional style, correctly citing all sources c) demonstrate appropriate primary and secondary research methods a) create and pilot an evaluative research instrument 	
<p>Applying</p>	<p>Module-Specific Learner Skills</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) design digital quantitative surveys and know how to measure and monitor these b) propose alternative strategies when target-performance comparison requires adaption 	
	<p>Module-Specific Digital Skills and Competences</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) use appropriate software and digital tools for online marketing purposes b) use appropriate software for survey design and data collection / analysis 	
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours⁹</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 80%;"> <p>(Contact Hours are hours invested in learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</p> </div> <div style="border: 1px solid black; padding: 5px; width: 15%; text-align: center;">53</div> </div>	<p>Supervised Placement and Practice Hours</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 80%;"> <p>(During these hours the learner is supervised, coached or mentored)</p> </div> <div style="border: 1px solid black; padding: 5px; width: 15%; text-align: center;">0</div> </div>
	<p>Self-Study Hours</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 80%;"> <p>(Estimated workload of research and study)</p> </div> <div style="border: 1px solid black; padding: 5px; width: 15%; text-align: center;">99</div> </div>	<p>Assessment Hours</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 80%;"> <p>(Examinations/ presentations/ group work/ projects etc.)</p> </div> <div style="border: 1px solid black; padding: 5px; width: 15%; text-align: center;">98</div> </div>
<p>Total Learning Hours of this Module</p>	<p>250 Hours</p>	

⁹ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>
Total Number of ECTS of this Module/Unit	10	
Explain how this module/unit will be taught	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>	
Explain how this particular module/unit will be assessed	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Digital Marketing Proposal, designing an integrated digital marketing plan for an event, before, during and after (2,000 words, 70 %) b) Design, execute and analyse an Evaluation Survey to assess the success of an event/experience from the audience perspective (1,000 words, 30 %) 	

Title of the Module/Unit	Sustainable Event Design
<p>Module/Unit Description</p>	<p>In this module, students will enhance their creative skills in designing events considering sustainability and ethics in every element of the experience.</p> <p>The module provides an in-depth exploration of how sustainability should inform the design of an event, including planning, implementation and evaluation through examination of application of sustainable principles and practices to core operational functions.</p> <p>Students will critically analyse event inputs to include staffing, suppliers, structures, utilities and technology. Students will gain an awareness of how sustainability is the central thread which connects these functions in the contemporary international events industry. The module will feature case studies, problem-based learning and guest speakers from industry.</p> <p>Attendance at physical and hybrid events is encouraged to support critical evaluation of industry practice.</p> <p>Students will learn how to conduct sustainability audits, enabling them to measure the performance of, and critically evaluate an event / venue / business to identify current practice and to recommend improvements and innovations for future practice. The students will be required to identify and work directly with an event / venue / business, (i.e. retail, hospitality) in order to gain relevant information and gather sustainable performance data. This gives them the opportunity to act as a consultant / researcher, building their professional network, gaining real world experience of experience auditing, and creating a professional report and presentation which will be both summatively assessed, but also passed to the event / venue / business for potential implementation.</p> <p>The module will consider the ethical and sustainable design of key challenges including:</p> <ul style="list-style-type: none"> • Power and energy use • Waste management • Transport for attendees and workers • Music festivals and camping • Supply chain management (including venues and hospitality) • Marketing and communications (including behaviour change and greenwashing) <p>Students will also consider sustainable leadership as a key element event professional event management, which will be practiced through the audit and report process.</p>
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ol style="list-style-type: none"> a) identify sustainability issues related to the design and organisation of events

	<p>b) design and carry out a comprehensive sustainability audit using relevant measurement tools and approaches</p> <p>c) propose realistic solutions to sustainability challenges</p>			
	<p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <p>a) the core concepts and theories relating to the real world application of sustainable event design</p> <p>b) complex procedures, common challenges and creative solutions for designing, measuring and managing sustainability for an event project</p> <p>c) contemporary industry best practice in sustainable event design</p>			
	<p>Skills:</p> <p>At the end of the module/unit the learner will have acquired the following skills:</p> <p>a) demonstrating the application of theoretical knowledge through effective delivery of a professional audit, written in formal style using appropriate citations</p> <p>b) designing creative and informed responses to address contemporary design challenges in live events industry</p> <p>c) conveying creative and informed ideas for future sustainability improvements in a professional manner</p>			
Applying	<p>Module-Specific Learner Skills</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <p>a) demonstrate elements of sustainable event design and marketing from original creation, planned delivery and evaluation</p>			
	<p>Module-Specific Digital Skills and Competences</p> <p><i>(Over and above those mentioned in Section B)</i></p>			
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours ¹⁰</p> <p>(Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">53</div>	<p>Supervised Placement and Practice Hours</p> <p>(During these hours the learner is supervised, coached or mentored)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">0</div>
	<p>Self-Study Hours</p> <p>(Estimated workload of research and study)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">99</div>	<p>Assessment Hours</p> <p>(Examinations/ presentations/ group work/ projects etc.)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">98</div>
Total Learning Hours of this Module	250 Hours			

¹⁰ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>
Total Number of ECTS of this Module/Unit	10	
Explain how this module/unit will be taught	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>	
Explain how this particular module/unit will be assessed	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Sustainability audit report of an agreed event / venue / business (2,100 words, 70 %) b) Individual presentation of recommendations for how an event / venue / business could improve its sustainability practices (10 mins, 30 %) 	

Title of the Module/Unit	Event Production
<p>Module/Unit Description</p>	<p>This module aims at giving students confidence in taking responsibility over all defined project management and marketing goals in relation to the operational and logistical elements of events production, taking into account event KPIs. These will include the main function of supply chain management, including venue liaison, infrastructure requirements, technical facilities and resources, transport and other support functions, such as catering, cleaning and waste management. Student will also further explore best practice in HRM as a key element of event production, acknowledging event people as influential stakeholders within any event project.</p> <p>Students will develop an understanding of relevant legal considerations, such as licensing, tax, actuarial facts and supplier contracts, and gain knowledge about contemporary event technologies.</p> <p>Students will be able to develop solutions and ad hoc strategies to deal with sudden changes in Production plans and schedules, including changes in funding sources (i.e. trader relations and sponsorship deals) and how this affects budget management.</p> <p>The module will cover the following key areas:</p> <ul style="list-style-type: none"> a) Contexts, main players, and processes in the events industry b) Developing and designing new event operational ideas c) Involving all stakeholders in the event production communications d) Professional planning and organisation of event production e) Smooth implementation and efficient delivery of planned events <p>To further support this learning, students will be required to gain paid and / or voluntary work experience in event staff production roles at a range of venues / organisations. These might include box office, catering & hospitality, marketing, stewarding, artist liaison, technical support, crew work, etc. This experience will be evidenced in an assessed reflective report, which will include field notes and be supported by taught content and secondary research on event production processes and systems.</p>
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) manage the organisation and planning of large-scale complex events from an operational perspective b) demonstrate creative solutions to production problems that are informed by research c) evidence approaches to supervision of multiple partners and people involved in comprehensive event production <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p>

	<ul style="list-style-type: none"> a) main concepts, theories and elements of the event production subject area b) the complex procedures, typical problems and resolution techniques for managing event operations, including supply chain c) contemporary industry knowledge and approaches informing production planning, scheduling and communications 		
	Skills:		
	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) use theoretical and industry knowledge to inform practical solutions to event production challenges b) conveys considered and justified ideas and solutions to event production briefs and challenges a) research a production task for events management and create a detailed and professional written report in a formal style, correctly citing all sources 		
Applying	<p>Module-Specific Learner Skills (Over and above those mentioned in Section B)</p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) demonstrate solutions and ad hoc strategies to accommodate sudden change of plans b) apply a range of industry tools when organising an event including KPIs and budgeting targets relating to production c) demonstrate understanding of production plans and schedules <p>Module-Specific Digital Skills and Competences (Over and above those mentioned in Section B)</p>		
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours ¹¹</p> <div style="text-align: right; border: 1px solid black; width: 40px; margin-left: auto;">53</div> <p>(Contact Hours are hours invested in learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</p>	<p>Supervised Placement and Practice Hours</p> <div style="text-align: right; border: 1px solid black; width: 40px; margin-left: auto;">0</div> <p>(During these hours the learner is supervised, coached or mentored)</p>	
	<p>Self-Study Hours</p> <div style="text-align: right; border: 1px solid black; width: 40px; margin-left: auto;">99</div> <p>(Estimated workload of research and study)</p>	<p>Assessment Hours</p> <div style="text-align: right; border: 1px solid black; width: 40px; margin-left: auto;">98</div> <p>(Examinations/ presentations/ group work/ projects etc.)</p>	
<p>Total Learning Hours of this Module</p>	250 Hours		
<p>Mode of Delivery</p> <p>Kindly tick a box, as applicable</p>	<p>Fully Face-to-Face Learning <input type="checkbox"/></p>	<p>Blended Learning <input type="checkbox"/></p>	

¹¹ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>
Total Number of ECTS of this Module/Unit	10	
Explain how this module/unit will be taught	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>	
Explain how this particular module/unit will be assessed	<p>The The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Written Proposal of a production schedule for a complex event brief with an international supply chain (2,000 words, 70 %) b) Written reflective report on production-based work experience (1,000 words, 30 %) 	

<p>Title of the Module/Unit</p>	<p>Event Safety and Risk Management</p>
<p>Module/Unit Description</p>	<p>All events contain an element of risk, and these risks must be managed appropriately in order to ensure the safety of all those attending and working on them. This module introduces students to a range of strategic theories concerning risk in an events context, and encourages the application of theory through the examination of case studies from ‘real life’ disasters, case studies and events. This module also develops students' knowledge of event safety management and planning on site at events, considering their own legal responsibilities in an event context.</p> <p>In taking this module students are also provided with a firm grounding in law through examining the foundations of EU and international law. Students will also analyse a range of relevant laws, and examine how they are applied to the management of events. Students will also learn a key, universal skill of how to conduct risk assessments - a vital skill for any industry.</p> <p>This module will help students to describe the importance of the law, event safety, alcohol, drugs, crowd safety, fire safety, terrorism and emergency management within the events sector. There will be a strong emphasis on practical problem-solving, through the examination of real industry disasters and case studies and students will need to assess the formulation of control measures to reduce risk at an event.</p> <p>Students will learn how to conduct a risk assessment for an event scenario.</p>
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) explain their own legal requirements when organising safe events b) collaborate with a team to manage the production and development of an event c) show awareness of the latest legislation that affects the events industry <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) the latest laws, legislation and regulations that affect workers and managers in the international event industry b) case studies and event disasters that provide learning points for future practice and the operation of safe events c) up to date industry methods and techniques for assessing risk at events

	Skills:	
Applying	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) demonstrate effective and professional behaviour, explaining how to take the responsibility to organise safe events b) plan and implement the risk management assignments as given in the module c) research event industry risk management best practice and apply it to a given event scenario 	
	<p>Module-Specific Learner Skills (Over and above those mentioned in Section B)</p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) explain the key risk management strategies available to event manager b) specify the critical legal requirements of event managers working in the EU and internationally c) conduct a risk assessment on a given event scenario d) relate standards of best industry practice to a given event scenario using secondary research e) complete a timed exam outlining the core processes, techniques and approaches used by event safety managers 	
	<p>Module-Specific Digital Skills and Competences (Over and above those mentioned in Section B)</p>	
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours ¹²</p> <div style="display: flex; align-items: center;"> <input style="width: 40px; height: 30px; text-align: center; margin-right: 10px;" type="text" value="53"/> </div> <p>(Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</p>	<p>Supervised Placement and Practice Hours</p> <div style="display: flex; align-items: center;"> <input style="width: 40px; height: 30px; text-align: center; margin-right: 10px;" type="text" value="0"/> </div> <p>(During these hours the learner is supervised, coached or mentored)</p>
	<p>Self-Study Hours</p> <div style="display: flex; align-items: center;"> <input style="width: 40px; height: 30px; text-align: center; margin-right: 10px;" type="text" value="99"/> </div> <p>(Estimated workload of research and study)</p>	<p>Assessment Hours</p> <div style="display: flex; align-items: center;"> <input style="width: 40px; height: 30px; text-align: center; margin-right: 10px;" type="text" value="98"/> </div> <p>(Examinations/ presentations/ group work/ projects etc.)</p>
<p>Total Learning Hours of this Module</p>	<p>250 Hours</p>	
<p>Mode of Delivery</p> <p>Kindly tick a box, as applicable</p>	<p>Fully Face-to-Face Learning <input style="width: 30px; height: 20px; margin-left: 10px;" type="checkbox"/></p>	<p>Blended Learning <input style="width: 30px; height: 20px; margin-left: 10px;" type="checkbox"/></p>
	<p>Fully Online Learning <input checked="" style="width: 30px; height: 20px; margin-left: 10px;" type="checkbox"/></p>	<p>Work Based Learning <input style="width: 30px; height: 20px; margin-left: 10px;" type="checkbox"/></p>

¹² In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

<p>Total Number of ECTS of this Module/Unit</p>	<p>10</p>
<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
<p>Explain how this particular module/unit will be assessed</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Written Report, Risk management report with risk assessment, students will be given a complex event scenario and will assess the risk to the audience and workers (2,100 words, 70 %) b) Exam, Students will recall key elements and approaches to event safety management whilst under exam conditions (60 mins, 30 %)

Title of the Module/Unit	Strategic Event Management
<p>Module/Unit Description</p>	<p>This module encourages students to explore the strategic management of events and event businesses, developing their understanding of various strategic management tools and business models. Appreciating the business context enables students to design projects that achieve strategic objectives, aligned to strategic values, and swiftly gain approval and commitment from investors, clients and partners. By knowing how the strategic business context works, students can work more efficiently and effectively to take calculated risks and maximise the use of available resources.</p> <p>First, students will analyse the strategic management of events and event businesses, and will learn to use strategic management tools such as PESTEL, SWOT, Stakeholder Management, Consumer Analysis, Competitor Analysis, Ansoff’s Matrix and the Boston Box. Students will consider how these strategic management tools can be useful for managers, developing longer term business plans and achieving growth, providing recommendations for an event or events business for future planning.</p> <p>Students will then be introduced to the business model canvas and the value proposition canvas, as key management tools, and they will explore how to make a business case for a proposal, based on an in-depth understanding of event management as a process. Students will explore business models, analysing charities, social enterprises, companies limited by guarantee, partnerships and other structures. The module will also focus on how to use the business model canvas and value proposition design, to create a viable new event / experience on which to base a successful business plan proposal. Students will be required to submit a full business plan for an event proposal, with an accompanying detailed budget to prove the project’s feasibility.</p> <p>As part of the business model canvas, students will also be asked to explore finance and budgeting for events, with affiliations and stakeholders being considered as well as the strategic use of partnerships; additionally students will investigate a variety of ways of raising income and minimising costs. The business side of events will be developed in detail, with income streams such as crowdfunding, sponsorship and merchandise being considered in addition to ticket sales and grants. Students will be able to estimate total budgets based on collected quotations with partly or fully proportional costs of other service providers. They will also learn how to estimate buffers, timings, risks, and they will be able to apply negotiation and contracting strategies to reduce risks. Students will research average prices for third party contractor services and will learn the procedures of collecting and issuing quotations. They will also be introduced to correct national, international, and inner-EU invoicing standards including relevant tax procedures.</p>
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p>

	<ul style="list-style-type: none"> a) Analyse events and event business from a strategic management perspective b) demonstrate the rationale for a new event with justification c) successfully develop an idea for a new event into a business plan and budget d) identify different business structures and funding models and revenue streams 				
	<p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) A selection of key strategic management tools b) a range of business models across the events industry c) ways to budget new proposals successfully using contingency and estimates 				
	<p>Skills:</p> <p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) justify the rationale for a new event in a competitive context b) Analyse strategic management plans for events and event businesses c) create a value proposition canvas and a business model canvas d) produce an accurate and working budget for a new event 				
Applying	<p>Module-Specific Learner Skills</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) Conduct successful strategic analysis on an event or event business b) create a business plan using the business model canvas as the structure c) review financial budget requirements with diverse types of financing options d) construct budgets based on collected quotations with partly or fully proportional costs of a range of service providers e) demonstrate understanding of national, international, and inner-EU invoicing standards including tax procedures <p>Module-Specific Digital Skills and Competences</p> <p><i>(Over and above those mentioned in Section B)</i></p>				
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; padding: 5px;"> Total Contact Hours ¹³ (Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures) </td> <td style="width: 10%; text-align: center; vertical-align: middle; font-size: 24px;">50</td> <td style="width: 30%; padding: 5px;"> Supervised Placement and Practice Hours (During these hours the learner is supervised, coached or mentored) </td> <td style="width: 10%; text-align: center; vertical-align: middle; font-size: 24px;">0</td> </tr> </table>	Total Contact Hours ¹³ (Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)	50	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached or mentored)	0
Total Contact Hours ¹³ (Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)	50	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached or mentored)	0		

¹³ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

<p>placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Self-Study Hours</p> <p>(Estimated workload of research and study)</p> <p style="text-align: right;">99</p>	<p>Assessment Hours</p> <p>(Examinations/ presentations/ group work/ projects etc.)</p> <p style="text-align: right;">98</p>
<p>Total Learning Hours of this Module</p>	<p>250 Hours</p>	
<p>Mode of Delivery</p> <p>Kindly tick a box, as applicable</p>	<p>Fully Face-to-Face Learning <input type="checkbox"/></p>	<p>Blended Learning <input type="checkbox"/></p>
	<p>Fully Online Learning <input checked="" type="checkbox"/></p>	<p>Work Based Learning <input type="checkbox"/></p>
<p>Total Number of ECTS of this Module/Unit</p>	<p>10</p>	
<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>	
<p>Explain how this particular module/unit will be assessed</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 40 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Individual Presentation, Strategic Analysis of an Event or Event Business: Students will provide a situational analysis of an event or an event business with recommendations for future development (15 minutes, 30 %) b) Written Business Plan, Students will develop their ideas from the Event Feasibility Pitch into a full business plan using the Business Model Canvas, with an additional and detailed Event Budget (2,800 words, 70 %) 	

Title of the Module/Unit	Digitisation in the Event Industry
Module/Unit Description	<p>This module explores the burgeoning world of digital and digitised events, considering the rise of online meetings and conferences, festivals, exhibitions and other experiences, in addition to the use of digital communications in support of traditional physical event environments.</p> <p>It will highlight new trends such as phygital and hybrid events, as well as explore the use of social media and content creation to enhance digital and physical guest experience. Innovations including crypto currencies, will be explored, including the current and potential role of NFTs within event experiences.</p> <p>Students will further explore the development of digital tools that are becoming standards within the event industry, including visual, audio technology and management softwares.</p> <p>Students will analyse and evaluate the use and impact of innovative and trending technological solutions across a range of events, critically reviewing case studies of early technology adopters in industry. These will include technologies such as AI, AR, VR, modelling, avatar generating engines, holograms, 3D and audio technology.</p> <p>In addition to building knowledge of current and existing technology, students will create visions and models of futuristic concepts to develop innovative ideas on which new experiences could be built, such as new entertainment or education concepts. They will also apply project management approaches to innovative ideas to consider feasibility.</p>
Learning Outcomes	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) evaluate the current relevance of virtual events in the context of the modern and increasingly unpredictable world b) create a viable future facing technology enhancement proposal informed by extensive and independent industry and academic research c) advise event managers on the use and benefit of new creative and innovative event technology <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) the main concepts and theories of the digital events subject area b) complex procedures and typical problems of online and digital events c) strategic and creative uses of digital technologies across experience design and management

	Skills:			
Applying	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) gathering and interpreting relevant data in order to recommend appropriate use of digital technologies b) devising a proposal which uses research to identify event problems and challenges and to suggest technological opportunities and technological solutions c) consider the social implications of technology usage in event contexts 			
	<p>Module-Specific Learner Skills (Over and above those mentioned in Section B)</p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) advise on the most suitable technology to meet the requirements of an event b) assess effectiveness and efficiency of technologies considering commercial and artistic perspectives c) create visions and models of futuristic concepts to develop innovative ideas on which new innovations can be built 			
	<p>Module-Specific Digital Skills and Competences (Over and above those mentioned in Section B)</p> <p>At the end of the module/unit, the learner will be able to:</p> <ul style="list-style-type: none"> a) describe and compare visual and audio technology software applicable in the events management b) create simple models of concepts using software c) name the latest technological achievements in event industry d) understand when to use 3D technology, avatar generating engines, holograms e) embed usage of AI, AR, VR into the event planning management 			
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours ¹⁴</p> <p>(Contact Hours are hours invested in learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">53</div>	<p>Supervised Placement and Practice Hours</p> <p>(During these hours the learner is supervised, coached or mentored)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">0</div>
	<p>Self-Study Hours</p> <p>(Estimated workload of research and study)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">99</div>	<p>Assessment Hours</p> <p>(Examinations/ presentations/ group work/ projects etc.)</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">98</div>
<p>Total Learning Hours of this Module</p>	<p>250 Hours</p>			

¹⁴ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>
Total Number of ECTS of this Module/Unit	10	
Explain how this module/unit will be taught	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>	
Explain how this particular module/unit will be assessed	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 1 task with the following weighting:</p> <ul style="list-style-type: none"> a) Written Technology development proposal for digitally enhanced audience experience of existing event, informed by extensive industry and academic research (4,000 words, 100 %) 	

<p>Title of the Module/Unit</p>	<p>Destination Event Tourism</p>
<p>Module/Unit Description</p>	<p>The aim of this module is to analyse how entertainment and event portfolios are playing an increasingly strategic role in the marketing and branding and promotion of destinations such as town centres, shopping centres, resorts and other out-of-town visitor attractions; and how is this industry managed and used as a strategic marketing tool for growing an experience economy.</p> <p>This module applies already acquired marketing and business knowledge on to tourism and international event management and develops intercultural competence. Students will analyse the target group specifics of mega and major events and tourism with all their characteristics, medial behaviour, and habits. They will encounter several event portfolios, and destination marketing and tourism strategies, with their successes and failures.</p> <p>This module provides further and deeper investigation of the strategic management use of festivals and entertainment experiences by a range of destinations, including arts and cultural festivals, large scale sporting events and also business events; but additionally dark tourism, over-tourism, late night tourism and sex and drugs tourism will be considered.</p> <p>The experience economy provides the framework for this module, with the acceptance being that destinations must provide unique and exceptional experiences if they are to gain competitive advantage by attracting and retaining visitors. A range of destinations will be examined, from countries and cities, to theme parks and resorts, to shopping centres and cinema multiplexes. Experiential theory and destination marketing theory will be used throughout the module to provide academic rigour to the real world industry context. Students will also have guidance on how to complete secondary research for the Assessment 2 Literature Review.</p>
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) conduct secondary research on a destination and its event portfolio b) critically assess the portfolio recommending ways of future strategic development c) conduct secondary research into a topic connected to the module content producing a critical literature review <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) international case studies of destinations and their event portfolios b) concepts connected to tourism and event tourism, such as dark tourism, the night time economy and destination marketing c) complex procedures and problems in finalising strategic event and tourism destination marketing plans

	<p>d) large scale mega and major events as case studies with impacts and legacy being critically assessed</p>		
	<p>Skills:</p>		
	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) research a destination portfolio and tourism marketing topic and write a detailed and critical analysis in a formal style, correctly citing all sources b) create a presentation highlighting a portfolio in an interesting and engaging way c) conduct secondary research and write a literature review on a connected academic topic 		
<p>Applying</p>	<p>Module-Specific Learner Skills</p> <p><i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) analyse the target group specifics of event and tourism with all their characteristics, medial behaviours, and habits b) research and critically assess a particular destination of their choice, presenting the entertainment portfolio on offer and underpin this with academic theory c) consider ways that the current event portfolio offer could be improved to widen the destination’s appeal to a range of new tourist sectors d) critically review a range of literature relating to the topics of event tourism, mega and major events and destination marketing e) identify case studies of various destinations and examine the relative success and failure of their event strategies. f) outline ways in which destinations can utilise events as part of a wider marketing strategy to attract and retain visitors, as part of the wider experience economy. <p>Module-Specific Digital Skills and Competences</p> <p><i>(Over and above those mentioned in Section B)</i></p>		
<p>Hours of Total Learning for this Module/Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.</p>	<p>Total Contact Hours ¹⁵</p> <div style="text-align: right; border: 1px solid black; width: 40px; margin: 0 auto; padding: 2px;">53</div> <p>(Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)</p>	<p>Supervised Placement and Practice Hours</p> <div style="text-align: right; border: 1px solid black; width: 40px; margin: 0 auto; padding: 2px;">0</div> <p>(During these hours the learner is supervised, coached or mentored)</p>	
	<p>Self-Study Hours</p> <div style="text-align: right; border: 1px solid black; width: 40px; margin: 0 auto; padding: 2px;">99</div> <p>(Estimated workload of research and study)</p>	<p>Assessment Hours</p> <div style="text-align: right; border: 1px solid black; width: 40px; margin: 0 auto; padding: 2px;">98</div> <p>(Examinations/ presentations/ group work/ projects etc.)</p>	

¹⁵ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

Total Learning Hours of this Module	250 Hours	
Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>
Total Number of ECTS of this Module/Unit	10	
Explain how this module/unit will be taught	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>	
Explain how this particular module/unit will be assessed	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Individual Presentation, a critical evaluation of a destination’s portfolio of events providing recommendations for strategic future development (15 minutes, 30 %) b) Literature Review, on a topic relating to the module content (2,800 words, 70 %) 	

Title of the Module/Unit	Professional Practice
<p>Module/Unit Description</p>	<p>This module aims to support students to assess and evaluate their continuing professional development as an events professional. Students will evaluate and reflect upon experiences gained in events management as part of the work placement/s required for this module, gained through education contexts, and gained as a result of any assessed or additional work experience, paid or voluntary / placement based, undertaken throughout the duration of the programme.</p> <p>Students will critically assess current key aspects of event management including risk management and sustainability, and identify their current competences, knowledge and skills in relation to best practice in event management. They will identify and review contemporary employment conditions using case studies of events organisations, and critically evaluate factors such as leadership, skills development, wellbeing and portfolio working.</p> <p>Students will consider their employability and locate their practice in relation to future career paths, identifying work opportunities and any further training requirements. Students will reflect upon their approaches to teamworking, leadership and entrepreneurship.</p> <p>Students will further explore and practice techniques of reflection, including application of frameworks including experiential learning cycles.</p> <p>Students will learn how to create an online personal portfolio of event management evidence, demonstrating comprehensive industry practices, and will identify realistic future career opportunities and CPD requirements.</p>
<p>Learning Outcomes</p>	<p>Competences:</p> <p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) execute detailed career development planning activities b) apply learned methods and independent research to enable reflection on and analysis of professional practice in events management c) create a personal portfolio for use in future employability scenarios <p>Knowledge:</p> <p>At the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) continuing professional development practices for leading event managers working at forefront of industry b) contemporary industry requirements for successful event professionals c) advanced reflective behaviours for ongoing personal development

	Skills:	
	At the end of the module/unit the learner will have acquired the following skills:	
	<ul style="list-style-type: none"> a) Gather and interpret relevant information from industry to inform a detailed critical analysis of professional practice conducted in a formal style, correctly citing all sources b) Consistently evaluate value of learning undertaken c) Identify future learning needs to inform continuing professional development goals 	
Applying	Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i> At the end of the module/unit the learner will be able to: <ul style="list-style-type: none"> a) identify a range of professional skills and CPD development materials appropriate to the study and practice of event management. b) demonstrate an ability to conduct research and reflection into business and management policy, strategies, problems and phenomena c) consider the management and development of people within events organisations and related industry contexts 	
	Module-Specific Digital Skills and Competences <i>(Over and above those mentioned in Section B)</i> At the end of the module/unit the learner will be able to: <ul style="list-style-type: none"> a) communicate employability and career aspirations through design of a dynamic online professional portfolio 	
Hours of Total Learning for this Module/Unit 1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.	Total Contact Hours ¹⁶ <input type="text" value="53"/> (Contact Hours are hours invested in learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)	Supervised Placement and Practice Hours <input type="text" value="0"/> (During these hours the learner is supervised, coached or mentored)
	Self-Study Hours <input type="text" value="99"/> (Estimated workload of research and study)	Assessment Hours <input type="text" value="98"/> (Examinations/ presentations/ group work/ projects etc.)
Total Learning Hours of this Module	250 Hours	
Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning <input type="checkbox"/>	Blended Learning <input type="checkbox"/>
	Fully Online Learning <input checked="" type="checkbox"/>	Work Based Learning <input type="checkbox"/>

¹⁶ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

<p>Total Number of ECTS of this Module/Unit</p>	<p>10</p>
<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
<p>Explain how this particular module/unit will be assessed .</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 40 % of the total grade to pass this module.</p> <p>This module presents 2 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Industry Leadership Case Study (1,500 words, 30 %) b) Professional Evidence Portfolio (2,500 words, 70 %)
<p>Title of the Module/Unit</p>	<p>Event Staging and Production (Major Project)</p>
<p>Module/Unit Description</p>	<p>In this last module students will bring together all competences, skills and knowledge to a live project. Students will work in teams to research, design, propose, document, execute and evaluate an event project delivered in either an online or hybrid format. This project can be conducted on behalf of a client, or as an entrepreneurial activity.</p> <p>Students will propose and agree a suitable event type and approach, which they will develop and deliver, applying creative design strategies, problem solving solutions and developing optimal decision-making techniques.</p> <p>Students will plan and appropriately document the event from the moment of idea generation to successful project completion. This will include:</p> <ul style="list-style-type: none"> • creating a documentation strategy • defining the purpose and goals of the event • designing a feasible experience • identifying supplier, stakeholders and staff • creating project schedules • defining project work packages

	<ul style="list-style-type: none"> • creating and managing a working budget, including all in-kind resources • appointing team members with responsibilities and sub tasks • identifying and assessing risks • designing and delivering all marketing activities • executing a planned event • evaluating success against KPIs <p>In this module, students will assemble and develop all previous learning, using all live event experience and theoretical knowledge to support design and operational decisions.</p> <p>Students will further refine and practice group working skills through the creation of a written proposal for their Live Event Project, and through the design, documentation and execution of their Live Event.</p> <p>They will also further develop their reflection and evaluation skills by creation of an individual reflective report on the Live Event Project experience, which will enable them to further analyse existing abilities and identify areas for further training and development.</p>
Learning Outcomes	Competences:
	<p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ol style="list-style-type: none"> a) collaborate effectively to design and deliver an event project b) use creativity and initiative to identify, negotiate and complete objectives to support completion of an event project c) take responsibility for complex interdependent tasks and apply learned methods, knowledge and independent research to justify and execute tasks
	Knowledge:
	<p>At the end of the module/unit the learner will have been exposed to the following:</p> <ol style="list-style-type: none"> a) the main concepts and theories of holistic event design and management b) complex procedures, processes and problem solving techniques when collaboratively devising, planning and delivering a sustainable event c) innovative use of a variety of methods and tools for event planning
Skills:	
<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ol style="list-style-type: none"> a) undertake research and evaluate data to make informed contributions to collaborative project b) communicate ideas and solutions to collaborative design and delivery of an event project c) demonstrate effective and professional behaviour, taking responsibility to achieve common goals 	

	d) critically evaluate personal contributions to and learning gained from a group project experience			
Applying	<p>Module-Specific Learner Skills (Over and above those mentioned in Section B)</p> <p>At the end of the module/unit the learner will be able to:</p> <p>a) provide objective evidence that a comprehensive range of appropriate planning and development techniques and methods have been evaluated and applied</p> <p>b) present and justify the project work in an evaluative and reflective context as well as in a wider context</p>			
	<p>Module-Specific Digital Skills and Competences (Over and above those mentioned in Section B)</p> <p>At the end of the module/unit, the learner will be able to:</p> <p>a) select and use suitable digital communication tools to successfully complete the project</p>			
Hours of Total Learning for this Module/Unit 1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. Minimum 20 % (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by MFHEA.	Total Contact Hours ¹⁷ (Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures participation in online forums, video-lectures)	100	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached or mentored)	0
	Self-Study Hours (Estimated workload of research and study)	174	Assessment Hours (Examinations/ presentations/ group work/ projects etc.)	226
Total Learning Hours of this Module	500 Hours			
Mode of Delivery Kindly tick a box, as applicable	Fully Face-to-Face Learning	<input type="checkbox"/>	Blended Learning	<input type="checkbox"/>
	Fully Online Learning	<input checked="" type="checkbox"/>	Work Based Learning	<input type="checkbox"/>
Total Number of ECTS of this Module/Unit	20			

¹⁷ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

<p>Explain how this module/unit will be taught</p>	<p>The module is supported by the module tutor who undertakes induction and debriefing sessions and provides support through tutorials. The student is assessed by the module tutor.</p> <p>The induction session introduces students to the requirements and demands of the module, assists them in the diagnosis of their abilities, and helps them set individual learning objectives. This is to encourage an appreciation of the effort required to invest to succeed in the module.</p> <p>Students are required to actively engage in all online sessions, which are a combination of online learning activities, such as lectures, presentations, online discussions, tutorials and exercises.</p> <p>Students are encouraged to engage in independent online and offline learning activities. Students have access to online video tutorials and other materials via the LMS. Independent learning is purposefully provided to foster the development of individual student initiative, self-reliance, and self-improvement.</p>
<p>Explain how this particular module/unit will be assessed</p>	<p>The assessment matrix corresponds to a grid from 0 to 100 percentage points. The student must achieve at least 45 % of the total grade to pass this module.</p> <p>This module presents 3 tasks with the following weighting:</p> <ul style="list-style-type: none"> a) Group Written Proposal for Live Event Project (2,000 words, 20 %) b) Group Design, Documentation (2,500 words) and Execution of Live Event (50 %) c) Individual Reflective Report on Live Event Project (2,500 words 30 %)