

Course Handbook

Title of the award: Foundation Degree in Event and Festival
Management

Relevant academic year: 2019-20

Name of Course Leader: Samantha Murray

Name of host School: School of Management

Partner Institution: Hugh Baird College



Please read this Handbook in conjunction with the College's Student Handbook.

All course materials, including lecture notes and other additional materials related to your course and provided to you, whether electronically or in hard copy, as part of your study, are the property of (or licensed to) UCLan and MUST not be distributed, sold, published, made available to others or copied other than for your personal study use unless you have gained written permission to do so from the Dean of School. This applies to the materials in their entirety and to any part of the materials.

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1. Welcome to the course

Welcome to the course

Welcome to your UCLan Higher Education (HE) course at the Hugh Baird University Centre. We offer a friendly and supportive learning environment and the tailored support you need to be successful. Class sizes are small and tutors use varied teaching and learning methods to meet your needs. Our staff are also used to working with people of all ages and recognise that your work and life experience are an asset. As a friendly community of staff and students our aim is to give you an excellent educational experience. I hope you will enjoy this year and find your course challenging, stimulating, enjoyable and rewarding.

This Handbook provides a quick guide to what is offered at the college, what we aim to help you to achieve and what we expect of you. It also provides information about support services and regulations that you need to know.

We want you to achieve your academic and personal potential, to develop networks of friends, new interests and life skills. To achieve this we want you to:

- **Work hard** - we expect you to attend lectures, seminars and workshops, as students with good attendance will achieve the best degrees overall. Plan your workload and think carefully about how to manage your reading and preparation for written assignments and practical work.
- **Enjoy your time at college** – studying on an HE course is also about having new experiences, making friends, finding new interests, and learning to create a balance between work and social life. Make sure you find time to take advantage of enrichment activities or sports facilities and get involved with student committees. Look after yourself and make sure you know about student wellbeing resources for information and support.
- **Make use of the support that is available to you** - I am sure you will have a great year but don't forget that there are many services available if you need them.

I wish you every success during your time at the Hugh Baird University Centre.

Colette Mawdsley
Dean of Higher Education and Access to HE

Welcome to the course

The course has been created in conjunction with the University of Central Lancashire, it is our aim to provide you with an engaging and challenging programme of study that will develop creative, technical and employability skills and help you succeed in your chosen career.

Please read this handbook carefully and keep it in a safe place as it contains information that you will need to refer to on the course. It has been structured and laid out in a number of sections to ensure that the information is clear and accessible. There is information on academic and administrative aspects of the course. You will find details about the course modules, and assessment regulations. There is additional information about support services; especially those which can be of direct help to your learning and development.

The staff at the Hugh Baird University Centre are here to help you. Your Personal Tutor or Course Tutors are always ready to help if you have a question or a problem. Alternatively, dedicated members of staff at Student Services (Balliol Building) will be able to direct you to people who can offer support, information and advice to help you get the best from your time at the Hugh Baird University Centre in partnership with the University of Central Lancashire.

If you find there are points in this handbook, which you do not understand or wish to discuss further, do not hesitate to speak to one of the teaching staff. On behalf of the Course Team, may I wish you every success in your studies and we look forward to supporting you throughout your course.

Major policies that apply to students at the Hugh Baird University Centre can be found on Student Zone. These will give you guidance on a range of issues such as health and safety, computer use and quality assurance.

Course Team

1.1 Rationale, aims and learning outcomes of the course



Firstly, a warm welcome from the Course Team. We hope you will enjoy your time with us and achieve your aims.

The course team consist of the academic and technical staff who contribute to your course. The academic staff take responsibility for the delivery of the content of your modules, but they also have other many roles including research, overseas development, marketing and publicity, etc.

Your course is also supported by a number of facilitators who induct you into the workshops and the use of technical resources, demonstrate craft and technical processes and/or assist individual students with the production of work. They are a team of well-qualified individuals who assist students across a range of courses.

When we created your course, we began by considering a number of things:

- What knowledge and skills you are likely to have at the beginning of your course
- What knowledge and skills will be expected by the employers when you begin your career
- The range of expertise and professional experience of your tutors
- What standards are required for the various awards that we offer (the UK's 'Framework for Higher Education')
- What is generally expected to form a significant part of the curriculum of a course of this title (the UK's 'National Subject Benchmark' statements)

In the above we were informed by our experience, both as educators and practitioners, and by external reference points. Once we considered these key points, we blocked the responses into a number of modules, each with Aims and Learning Outcomes. You can think of Aims and Learning Outcomes as the 'DNA' that ultimately shapes the form and content of your degree. We've reprinted the aims for your course below and throughout the following sections you'll develop a sense of what the learning rationale of your course is; you'll find the overarching learning outcomes for your course in the programme specification.

On successful completion of the course you will be awarded a Foundation Degree in Event and Festival Management awarded by the University of Central Lancashire. You will then have the opportunity to apply to top up your degree to the BA (Hons) Management in Events delivered at Hugh Baird College.

Aims of the Programme
<ul style="list-style-type: none">• To provide students with a range of practical and theoretical skills necessary to prepare them for employment and/or further academic study via an understanding of the event and festival industry• To equip students with a thorough understanding of the event and festival industry, through practical insights and experience gained working on projects that allow them to achieve their full potential encouraging them to use initiative, problem solving, self-motivation and critical self-awareness within the field of event and festival management

<ul style="list-style-type: none"> • To understand the elements of risk associated with the planning and management of festivals and be able to apply the relevant strategies to support effective solutions
<ul style="list-style-type: none"> • To promote employability in the event and festival industry through the application of industry standards and awareness of current practices
<ul style="list-style-type: none"> • To develop students' abilities in selection, organisation, analysis and critical evaluation of information relating to the event and festivals industry
<ul style="list-style-type: none"> • To provide students with a thorough grounding in cross-disciplinary working in order to develop critical and analytical skills applicable to the delivery of projects

1.2 Intended Course Team

Name	Role	Telephone	Email
Samantha Murray	Course Leader Personal Tutor Module Tutor	0151 353 4444 Ext 5527	Samantha.murray@hughbaird.ac.uk
Karen Grant	Module Leader	0151 353 4444 Ext 5554	Karen.grant@hughbaird.ac.uk
Yvonne Yule	Course Leader / Personal Tutor	0151 353 4444 Ext 5028	Yvonne.yule@hughbaird.ac.uk

1.3 Expertise of staff

Samantha Murray

My name is Samantha Murray and I have experience and knowledge of teaching on various Foundation Degree programmes over a period of 11 years. I have clear knowledge and experience of teaching Business and Management, Festival/Events and Hospitality and also the Tourism Industry. I also have experience of developing these programmes from their specifications, their curriculum area and their frame work and have also taken responsibility to develop a Foundation Degree in Business Service Sector Management (approved by Edge Hill University) which was a successful programme and recognised in the North West. I also have experience of meeting with employers to organise student placements and working with the Institute of Leadership and Management (ILM) who are a well-recognised Management Trainee provider, recognised in the North West, especially by the NHS and private companies. I have also developed the HND Programme in Business and Management, co-ordinated it and ensured standards were met, assisted the Programme Leader with relevant professional body accreditations and preparation for external quality inspections/ reviews.

Karen Grant

Karen extensive experience in teaching many elements of business. She has delivered Lecturing on Finance and Accounting and Organisational Behaviour, at Level 4, FdA Business & Management. Lecturing on Marketing Fundamentals and International Business at level 5 FdA Business & Management and Lecturing on Principles and Practices of Marketing Communications for Festivals and Events, at level 4, FdA Festival Management.

Yvonne Yule

Yvonne Yule is a lecturer on the Foundation Degree in Business. She has a degree in law, a PGCE in teaching, a PGCE in inclusive education and successfully achieved the Law Society's Common Professional Exam. She has been teaching in F.E. since 1987 and is a trainer in the voluntary sector. She has also held posts as support tutor at JMU, Hope and Edge Hill Universities. She is currently undertaking a MBA following a HMR pathway at Edge Hill University.

1.4 Personal Tutor

You will be assigned a Personal Tutor who will provide additional academic support during the year. They will be the first point of call for many of the questions that you might have during the year. Your Personal Tutor will be able to help you with personal development, including developing skills in self-awareness, reflection and action planning.



1.5 Administration details

The administrator for the Directorate of Higher Education is Nikki Powell. She can be contacted on 0151 353 4419 and is located on the top floor of the University Centre.

1.6 Communication



The University expects you to use your UCLan email address and check regularly for messages from staff. If you send us email messages from other addresses they risk being filtered out as potential spam and discarded unread.

The course leader will set up a course e-mail account that will allow staff to e-mail all students from the group. Additionally email is checked daily and students should expect a prompt reply to their query.

Student Zone is a new system set up by the College that can be accessed via the College website for staff and students to share information. The course team will up-load relevant course information that will allow the student easy access for example module resources, course handbook, Harvard referencing, copyright information, deadline dates and times and project briefs.

During induction week you will be enrolled into the library and shown how to use College email, the library systems and College IT facilities, including Moodle (College Virtual Learning Environment). You will also be shown how to access your university systems such as MyUCLan.

1.7 Intended External Examiner

The External Examiners report can be located on the course VLE.

External Examiner details:

Name	Position	Home Institution
Mrs Emily Brogden-Ward	Senior Lecturer and Programme Leader in Events & Festivals Management	University of Chester

Contact through home institution only.

2. Structure of the course



2.1 Overall structure

Full Time

Year One – Level 4

Semester One	Semester Two
HO1005 An Introduction to Event and Festival Management 20 credits	HO1009 Event and Festival Policies and Politics 20 credits
HO1007 Principles and Practices of Marketing Communications for Events and Festivals 20 credits	HO1008 Services Marketing for Events and Festivals 20 credits
HO1006 Themes and Concepts of Events and Festivals 20 credits	HO1010 Understanding the Risks and Planning of Events and Festivals 20 credits

Year Two – Level 5

Semester One	Semester Two
HO2009 Managing and Resourcing Events and Festivals 20 credits	HO2010 Events and Festival Promotion, Enterprise and Entrepreneurship 20 credits
HO2011 Research Techniques and Impact Assessment for the Events and Festival Industries 20 credits	HO2012 Event and Festival Safety Management 20 credits
HO2013 Fieldwork Project 20 credits	HO2176 Research Project 20 credits

Part Time

Year One

Semester One	Semester Two
HO1005 An Introduction to Event and Festival Management 20 credits	HO1006 Themes and Concepts of Events and Festivals 20 credits
HO1009 Event and Festival Policies and Politics 20 credits	HO1007 Principles and Practices of Marketing Communications for Events and Festivals 20 credits

Year Two

Semester One	Semester Two
HO1008 Services Marketing for Events and Festivals 20 credits	HO1010 Understanding the Risks and Planning of Events and Festivals 20 credits
HO2009 Managing and Resourcing Events and Festivals 20 credits	HO2010 Events and Festival Promotion, Enterprise and Entrepreneurship 20 credits

Year Three

Semester One	Semester Two
HO2011 Research Techniques and Impact Assessment for the Events and Festival Industries 20 credits	HO2012 Event and Festival Safety Management 20 credits
HO2013 Fieldwork Project 20 credits	HO2176 Research Project 20 credits

The course will be delivered in the Hugh Baird University Centre.

Please note that all modules are mandatory.

2.2 Modules available

Each module is a self-contained block of learning with defined aims, learning outcomes and assessment. A standard module is worth 20 credits. It equates to the learning activity

expected from one sixth of a full-time undergraduate year. Modules may be developed as half or double modules with credit allocated up to a maximum of 120 credits per module.

Module Title	Module Code	Credit Value	Compulsory	Level
An Introduction to Event and Festival Management	HO1005	20	✓	4
Principles and Practices of Marketing Communications for Events and Festivals	HO1007	20	✓	4
Themes and Concepts of Events and Festivals	HO1006	20	✓	4
Event and Festival Policies and Politics	HO1009	20	✓	4
Services Marketing for Events and Festivals	HO1008	20	✓	4
Understanding the Risks and Planning of Events and Festivals	HO1010	20	✓	4
Managing and Resourcing Events and Festivals	HO2009	20	✓	5
Research Techniques and Impact Assessment for the Events and Festival Industries	HO2011	20	✓	5
Fieldwork Project	HO2013	20	✓	5
Events and Festival Promotion, Enterprise and Entrepreneurship	HO2010	20	✓	5
Event and Festival Safety Management	HO2012	20	✓	5
Research Project	HO2176	20	✓	5

Module descriptors can be located on the course VLE.



2.3 Course requirements

All modules are compulsory. For entry requirements see programme specification.

2.3 Progression Information

Discussions about your progression through the course normally take place in February each year. It is an opportunity for you to make plans for your study over the next academic year. The course team will tell you about the various modules / combinations available and you will both agree on the most appropriate (and legal) course of study for you.

2.4 Study Time

2.4.1 Weekly timetable

Your timetable is likely to consist of:

Year 1 full time:

- Up to 15 hours of taught sessions per week including a 1 hour tutorial academic and pastoral session

Year 2 full time:

- Up to 14 hours of taught sessions per week including a 1 hour tutorial academic and pastoral session

Year 1 part time

- Up to 7 hours of taught sessions per week

Year 2 part time

- Up to 7 hours of taught sessions per week

Year 3 part time

- Up to 7 hours of taught sessions per week

Part time students may be in-filled with full time students.

Additionally for each year:

- Self-directed study
- Work based learning opportunities
- Enrichment activities, designed to help you meet people from other areas of the College, try out new skills and develop new interests.

2.4.2 Expected hours of study

20 credits is a standard module size and equals 200 notional learning hours.

The normal amount of work involved in achieving a successful outcome to your studies is to study for 10 hours per each credit you need to achieve – this includes attendance at the Hugh Baird University Centre and time spent in private study.

Your modules have been designed for teaching and independent learning to be completed in a set amount of time – each credit studied requires 10 hours of study. So a 20 credit module will require you to commit to 200 learning hours and 40 credit module, 400 learning hours. Full time students study 120 credits so over each year you will study, in total, 1200 hours. The academic calendar identifies 30 study and assessment weeks spread over two semesters of approximately 15 weeks each, so a full time students' learning should average 40 hours per week. If you find that you are regularly exceeding this amount, or regularly finishing your weekly studies in less time, then you should speak to module tutors or Personal Tutor.

Part-time students study modules in exactly the same way as full-time students, you just study less at any time. If you need advice or guidance about the amount of time you should spend in study, speak to your Personal Tutor.

For a 20 credit module, where the taught component is 60 hours, you should spend approximately 140 hours in independent study. Occasionally you may find modules where the contact hours are greater or less than the 60-hour norm. This is because of the nature of the module but you'll find this is compensated for in other modules. However, no matter how the contact hours and independent study hours are split up, no module requires more or less than 10 hours study per credit and so you should still be spending approximately 40 hours per week in study if you are a full time student (speak to staff if you are not achieving or exceeding this amount).



2.4.3 Attendance Requirements

You are required to attend ALL timetabled learning activities for each module; there is a 95% attendance target. No modules or sessions are optional. Please be aware that attendance is closely monitored and may affect decisions taken about you in assessment boards or in the provision of references.

Student attendance is recorded electronically and if you are absent for more than 28 days without contact, we reserve the right to inform your grant office or student loan company. If you are unable to attend as a result of illness, accident or serious family problems (or other personal reasons) you must notify your course or personal tutor before the start of class.

Notification of illness or exceptional requests for leave of absence must be made to your personal tutor via email.

If you have not gained the required authorisation for leave of absence, do not respond to communications from the University and if you are absent for four weeks or more, you may be deemed to have withdrawn from the course. If this is the case, then the date of withdrawal will be recorded as the last day of attendance.

3. Approaches to teaching and learning

3.1 Expertise of staff

All staff who deliver on the course have extensive course related industry and/or educational experience and have qualifications up to MA level in related subjects. The staff regularly complete work experience opportunities within their subject areas, which allows them to keep up to date with current industry trends and standards.

Staff profiles can be accessed on the Hugh Baird University Centre website.

3.2 Learning and teaching methods

As we created the modules that constitute your course, we considered the following:

Your experience of study must be a holistic one; each module should be fully integrated within the total course of study;

Much of the focus of the teaching, especially during level 4, is aimed at forming the student body into a fully functioning group. It is important that you, as part of your learning, should develop a sense of the needs of others and become equally responsible for all aspects of the group's development. When, as occurs in group work, you rely on the presence and contribution of others for your own progression, a mutual contract is made between all parties and the exploitation of this commitment is essential to both educational and personal development;

3.3 Study skills

All courses incorporate study skills designed to help you to study at levels 3+, 4, 5 and 6. This will ensure you become an independent learner who will cope successfully with a Higher Education learning environment.

At UCLan there are a variety of services available, for example:



3.4 Learning resources

3.4.1 Learning Information Services (LIS)

The Hugh Baird University Centre has a full range of printing facilities, media studio, editing suite, dedicated HE study areas for independent study and two well stocked Library Learning Centres. Here you will find an extensive range of resources available to support your studies provided by the Hugh Baird University Centre and your partner university. Your course team works closely with the learning resources department to ensure that your primary learning needs are met. In addition you will have access to journals and the electronic resources at UCLan. These include e-journals and databases, e-books, images and texts.

For library opening times please visit the Hugh Baird University Centre website.

3.4.2 Electronic Resources

The course VLE also houses many resources that are kept up to date by your course team.

3.5 Personal development planning

PDP is designed to:

- Enable you to work towards a point you would like to be at on graduation;
- Help you acquire the skills needed for your chosen career;
- Evaluate your strengths and plan to deploy them in a range of situations during study and after graduation.

PDP starts at the beginning of the first year and will vary from course to course, but the aim on all courses is that on graduation you will be well prepared for industry, demonstrating your skills, knowledge and capabilities in a variety of settings.

As a student, it is important that you tie together the modules you are studying concurrently and to trace your progression throughout the three levels of study. One of the purposes of using a journal is to enable you to remember the details of the taught sessions and to reflect on how successful you were in absorbing and applying the content, both then and now, within your working process. But whatever mechanism you prefer it is important that all students should reflect on their progress and identify successful changes to work or learning patterns that will assist you to become a 'better' student.

We aim to train you to take responsibility for your own learning and career development, to be able to evaluate your strengths and weaknesses and conduct a skills audit to develop a critical practice. This covers analysis of your key skills base (use of English, literacy and writing skills, numeracy, communication skills and use of IT) and you will be encouraged to evaluate your strengths and weakness on a continual basis as you progress through different points during the course.

Many of the conversations that you will have with your tutors are intended to cause you to reflect on the work that you have completed; but they also intend you to look forward and build upon this success or perhaps to challenge a working practice that is limiting your development. Within PDP, you should consider how your learning and working processes should evolve to enable greater creative success and therefore greater personal satisfaction achieved through learning!



3.6 Preparing for your career

Your future is important to us, so to make sure that you achieve your full potential whilst at university and beyond, your course has been designed with employability learning integrated into it. This is not extra to your degree, but an important part of it, which will help you to show future employers just how valuable your degree is. These “Employability Essentials” take you on a journey of development that will help you to write your own personal story of your time at university:

- To begin with, you will explore your identity, your likes and dislikes, the things that are important to you and what you want to get out of life.
- Later, you will investigate a range of options including jobs and work experience, postgraduate study and self-employment,
- You will then be ready to learn how to successfully tackle the recruitment process.

It's your future: take charge of it!

UCLan [Careers](#) offers a range of support for you including:-

- Career and employability advice and guidance appointments
- Support to find work placements, internships, voluntary opportunities, part-time employment and live projects
- Workshops, seminars, modules, certificates and events to develop your skills

Daily drop in service at the UCLan campus is available from 09:00-17:00 for CV checks and initial careers information. For more information come along and visit the team (in Foster building near the main entrance) or access our careers and employability resources via the Student Portal.

At the Hugh Baird University Centre we offer career guidance and support, which will be promoted via your tutorial sessions.

4. Student Support.

At the Hugh Baird University Centre the **College Chaplain** offers a one-to-one pastoral ministry to all members of the College and from all faith traditions.

The **Health & Wellbeing Officer** offers information and advice to students relating to all aspects of leading a healthy lifestyle both inside and outside College. Information and advice are offered in many areas including:

- Sexual health
- Nutrition
- Stopping smoking
- Healthy living
- Staying safe
- Making a positive contribution
- Personal development
- Financial help
- Enjoying College

Student Counsellor - the College has a well-established Counselling Service to help you overcome any problems you may be dealing with in College or in your personal life. Counselling gives you the opportunity to speak to one of our counsellors and explore any problems you have, in confidence. These could involve relationships with friends, family or partners, drugs, alcohol or any other issues. Remember, counselling is about helping you to recognise and value your abilities and to make informed choices and changes. The counsellor is here to provide you with a listening ear and, if necessary, refer you to other specialist support agencies. You can contact our intended Student Counsellor, Bernie O'Farrell, on:

Tel: 0151 353 4410
Mobile: 07771 965792
Email: Anthony.O'Farrell@hughbaird.ac.uk



4.1 Personal Tutor

All students will be allocated a personal tutor who will be the first port of call should you have any problems or need academic or pastoral support.

The personal tutor will:

- Offer academic advice
- Monitor your progress and attainment
- Advise you on options once your course is finished
- Refer you to other staff who will help you with advice on financial support, scholarship and a range of other student service.

4.2 Students with disabilities

If you have a specific learning difficulty (SpLD), a long-term health condition or mental health condition, you may be eligible to receive Disabled Support Allowance (DSA). Please go to: <https://www.gov.uk/disabled-students-allowances-dsas/overview> for more information and to apply.

4.3 Students' Union One Stop Shop

The UCLan Students' Union is the representative body for all UCLan students. The organisation exists separately from the University and is led by the elected officers of the Student Affairs Committee (SAC) as well as representatives on the Students' Council. The Students' Union building is located at the heart of the Preston campus, and is the hub for all student activities.

Representation and campaigning for students' rights is at the core of what we do and is encompassed by our tag line of, *Making Life Better for Students*. Should you wish to make a change to any aspect of your student experience, whether it be academically related or not, then the Union is where your voice can be heard, actions taken, or campaigns launched.

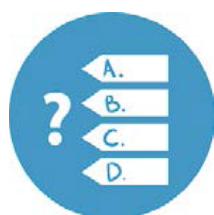
Your Union is also the home to a fantastic range of student-led [societies](#), [sports teams](#) and multitudes of volunteering opportunities. You can also receive help in finding part-time work, whilst you study. Not sure where to go pop into the [Opportunities Centre](#) on the ground floor of the Students' Union building at the UCLan campus and someone will point you in the right direction.

We hope your time at University is trouble free, but should you come into difficulties around anything from academic appeals, to issues with housing, benefits or debt, then our dedicated staff team in the [Advice and Representation Centre](#) are on hand to help. As we are independently run from the university, we can offer truly impartial advice.

More information on all these things, as well as details about all our (not-for-profit) commercial services, including our student supermarket (Essentials) and student-bar (Source) can be found at <http://www.uclansu.co.uk/>.

As one of the thousands of students who are not studying on the main UCLan campus in Preston, the Students Union is still your union, please check <http://www.uclansu.co.uk/> for full details on what we may be running in your partner institution.

5. Assessment



5.1 Assessment Strategy

Why is assessment relevant to learning?

For assessment to be truly meaningful, you have to perceive its relevancy to your learning. Consequently we make assessment relevant to your interests, relevant to the industry's standards and relevant to potential future careers.

In previous sections within this document we've tried to give you some insight into how we 'modularised' your learning. The learning process enables you to unpack these and 'use' the contents. We gauge how well you do this by assessment. Assessment forms part of your learning process; it provides feedback information so that you can refine your judgement of your own abilities and progress, and respond accordingly – this is significant in your planning and the self-evaluation that occurs within your PDP activities and your Journals and Logs. Secondly, it provides information that helps us evolve the various modules and, ultimately, the course you are studying.

Each assignment that you undertake commits you to a certain amount of study. To ensure fairness the evidence of this study must be completed by all students to the same deadline. Part of the assessment process is the recognition that meeting deadlines involves realistic planning and setting achievable targets. Thus your tutors will apply deadlines rigorously, as does the University system generally. We recognise that some students achieve better grades for practical work, whilst others are better at theoretical study. Consequently, we will use a very wide range of assessment methods to ensure that all skills and knowledge are fairly assessed.

To ensure that you have a full and accurate understanding of the purpose and processes of assessment, there will be frequent opportunities to discuss the assessment of each assignment. These discussions will include 'house-keeping' and simple practicalities, as well as making sure you fully understand what you will be expected to do to fulfil the brief. There will also be discussion of more abstract areas, such as 'creativity', 'originality' and 'imagination'. You will have the opportunity to discuss what seemingly subjective assessment criteria such as 'experimentation' actually mean, rather than simply being assessed on them.

There are several desirable attributes within assessment of any course; these are that you:

- Understand the meaning of terms used in assessment;
- Have a clear understanding of exactly how the assessment mechanism works, and the reasons for the arrangements adopted;
- Appreciate that assessment is a means of developing your own critical facilities and self-awareness;
- Know what steps to take to meet assessment criteria and gain maximum benefit from the process;

- Are assessed frequently and that this regular process encourages you to make comparisons between your own judgement and values, and those of others;
- Are aware of the assessment criteria that staff apply to the growing evidence of your learning and that this is clear and open and is discussed freely;
- Partake in the activities of discussion, evaluation and assessment and that you receive feedback that is immediate and frequent, detailed, accurate and fair

What is assessed?

We assess course work – course work is normally a set of creative projects and some essays, set by your tutors to deadlines that are same for all. Course work is marked to an agreed set of criteria and, through moderation, a final mark is achieved.

It is important for you to understand that we don't assess modules; we assess assignments packaged within these modules. By assessing individual assignments, we obtain a mark that indicates how well you did overall on a particular module. At the end of your course, by putting the module marks together we calculate your degree classification. Therefore, the assessment of each assignment contributes to passing your degree.

You must attempt each assessment; even if your work is late or incomplete, we still regard the submission of this as an 'attempt' – it is always better to attempt an assessment that you think you will fail than to submit nothing at all!

The assessment strategy is created out of the information agreed at validation and contained within the module descriptors. Many modules have two or more assignments but it is entirely normal for a module to be only composed of one assignment. In the Module Handbook (occasionally called Module Information Pack), all the assignments for that module are usually included. Read them as soon as you receive it because this will help you understand what we expect of you and how the module will develop; it will also help you to time-manage your workload for the semester or year.

In feedback your tutors will explain what qualities in your work defined the grade you were awarded, and what you could improve on in future assessment that will assist you to improve your grades.

The nature of your course requires that a number of different learning methods be used and assessed. These can be summarised as follows:

Lecture/Seminar Work - The majority of the modules that you study are practical. However, even within practical modules it is still often appropriate to deliver some lectures and seminars. It is normal to assess the knowledge that you have gained from these lectures at various points throughout the year. However, rather than always expecting you to present theoretical learning for assessment in the form of essays, we often prefer you to introduce this knowledge in your practical work or to create seminar presentations, which you may think of as solo or group presentations. To assess the results of lectures and seminars we apply criteria based upon the following:

- Consideration of information and personal views, interpretation and analysis
- Involvement of the use of resources to extend understanding through self-study
- Development of abilities to originate, research and prepare concepts or ideas
- Fluency in communicating creative issues, concepts or ideas

Group Work – It is more appropriate to assess group work in some courses more than others, but where group work is assessed we sub-divide its assessment into 2 different approaches: Firstly, when we assess your understanding of some aspect of theory within group work, we may need to isolate your contribution and measure this contribution to the group's presentation

separately from other students. We may use your supporting documentation, discussions, viva voices and workshop sessions to help us to monitor your contribution. Secondly, it is common in practical work to assess your groups' response to a particular task holistically. In these instances it is not always possible or relevant to isolate each individual's contribution (however we may adjust this grade for one or more individuals if we feel there has been an unequal contribution to the group from certain members). To assess group work we apply criteria based upon the following:

- Your understanding of personal responsibility
- Your ability to integrate and play an active part
- Your participation in complex organisational and creative decision making
- Your management and monitoring of the group's progress
- Your participation in joint presentations of proposals/solutions

In addition to the above, assessment criteria may also include:

- * Active involvement in learning
- * Positive use of resources
- * Relationships with people - working in teams or groups
- * Management of study including self-study

The specifics of the assessment criteria for each assignment will be explained to you prior to starting the assignment, but if you are in any doubt **speak to your module tutor immediately!**

Why do you assess written work in practice-based courses?

To ensure that your course is the equal of all other subjects it is not only essential to test your embedded knowledge through the creation of creative work, but to test your intellectual understanding and higher levels skills of research, reflection and communication. Essays and other written works are the simplest way of testing the skills of:

1. The collection of appropriate knowledge (research) from primary and secondary sources
2. The organisation of this knowledge in a coherent and logical way (structure)
3. The ability of you as the writer to make the material 'alive' and engaging to the reader (communication)
4. The correct use of academic conventions, such as referencing and language and grammar (accuracy)

Please remember that, unless you are told otherwise, we expect **all** written work submitted for assessment to be word-processed, printed on white A4 paper, using a plain font of either 11 or 12 points. Citations and references should be made in Harvard format. Where a specific word count is listed:

- i) Between 'two stated figures', i.e., between 2,000 and 2,500 work, you should not submit work where the word count is outside of these limits
- ii) That is 'a single figure', i.e. 1,500 words, you should submit work that is within 10% of this figure (in the case of 1,500 words you should submit no less than 1,350 and no more than 1,650 words).

The words on the title page, in the bibliography and in appendices are not included in the word count.

How can I be certain that my work has been assessed accurately and fairly?

To ensure standards are maintained our assessment procedures are rigorous and regularly reviewed. For example:

1. All work that accounts for 25% or more of a module will be assessed by at least 2 staff members from your College; all work that receives a fail grade (below 40%) will also be assessed by at least 2 of your College tutors;
2. Samples of work from each module will be further moderated by UCLan staff
3. If, because of the particular nature of your work or because of prior commitment, 2 staff members cannot present at 'ephemeral' assessment (presentations), then we will ask you to record your work on video so that this becomes available to another staff member;
4. Our assessment processes are monitored by academics from other Universities, just as we are asked to 'externally examine' similar courses to yours in other institutions. Your course's External Examiner may view the work you submit for assignments at any time but normally at the end of the academic year; they will certainly discuss your modules with staff and look at a range of samples of the work of students on all modules within your course.

5.2 Notification of assignments and examination arrangements

All assessed work must be submitted according to the Course's assessment plan (issued by your course tutor). Authorisation of the late submissions requires written permission from your university. Extenuating Circumstances may be applied for in cases where factors outside your control will adversely affect your performance on the course. If you are unable to submit work within 10 days of the due submission date (due to verifiable circumstances) you may be able to submit an application in accordance with your university's Extenuating Circumstances procedures.

5.3 Referencing

Your work must be referenced using the Harvard system where specified. Tutorial sessions and a presentation from Library Learning Centre staff will be delivered so that you are clear about this system. Further information will be provided on the UCLan website.

You are required to sign a declaration indicating that individual work submitted for an assessment is your own.

5.4 Confidential material

It is not expected that students will need to access confidential material for this programme. Students have an ethical and legal responsibility to respect confidentiality and maintain the anonymity of individuals and organisations within their assignments. All students will be required to adhere to the Ethics in research Policy, which can be located on MyDay. Personal tutors will have further information on this.

5.5 Cheating, plagiarism, collusion or re-presentation

Please refer to the information included in section 6.6 of the University Student Handbook for full definitions. The University uses an online Assessment Tool called Turnitin. A pseudo-Turnitin assignment will be set up using the School space on Blackboard to allow students to check as many drafts as the system allows before their final submission to the 'official' Turnitin assignment. Students are required to self-submit their own assignment on Turnitin and will

be given access to the Originality Reports arising from each submission. In operating Turnitin, Schools must take steps to ensure that the University's requirement for all summative assessment to be marked anonymously is not undermined and therefore Turnitin reports should either be anonymised or considered separately from marking. Turnitin may also be used to assist with plagiarism detection and collusion, where there is suspicion about individual piece(s) of work.

6. Classification of Awards

The University publishes the principles underpinning the way in which awards and results are decided in [Academic Regulations](#). Decisions about the overall classification of awards are made by Assessment Boards through the application of the academic and relevant course regulations.



7. Student Feedback

You can play an important part in the process of improving the quality of this course through the feedback you give.

For example, students requested more practical elements to the course and less written assessments. This was changed as a result of student feedback.

Students are required to fill in MEQ' (Module Evaluation Questionnaires) after the completion of each module. This is an opportunity for students to anonymously alert us to good practise or areas where improvement is needed within the modules.

7.1 Course Team Meetings and Course Representatives

A course representative is a student who represents their fellow students' views and opinions to the course team, school, university and students' union. Course representatives work proactively and diplomatically to improve the academic and non-academic experiences of students.

The role of a course representative is extremely beneficial to both students on your course and the university. It enables students to have ownership of their student experience and voice their opinions and share positive practice with the course team.

The course team will make arrangements for you to elect a course representative who can represent any issues you may have to the course team at the monthly course team meeting and within the Student Experience Team (SET) meetings. If you are interested in becoming a course representative yourself and wish to find out more about the role talk to your course or personal tutor.

Student Engagement Team (SET)

The Student Engagement Team is made up of HE student representatives from different HE courses and the HE Student Governor. They meet monthly to discuss and feedback on the student experience and to inform developments, which will improve future courses. The student representative's feedback to their peers with information from the SET meetings to ensure consistency of information, this allows HE students to have a voice, engage and improve the HE student experience.

Student voice

You can play an important part in the process of improving the quality of this course through the feedback you give. In addition to the on-going discussion with the course team throughout the year, there are a range of mechanisms for you to feedback about your experience of teaching and learning. We aim to respond to your feedback and let you know of our plans for improvement.

Formal mechanisms for obtaining your opinion include the following:

- College HE questionnaires/surveys – on-line questionnaires at key stages of the programme.
- Course reps – to attend a range of College committees such as the Student Council.
- Module Evaluation Questionnaires (MEQ) – to be completed at the end of semester 1 and 2 in each year.
- Complaints – should you have cause for complaint, the complaints procedures are intended to provide an accessible, fair and straightforward system, which ensures an effective, prompt and appropriate response. The first procedure to be used is the Hugh Baird College complaints procedure which can be located on the Wider Information Set on the Hugh Baird University Centre website:

<http://www.hughbaird.ac.uk/index.php/university-centre/wider-information-set-wis>

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7.4 Module Evaluation Questionnaires

Module evaluation questionnaires provide one of the most important means for you to express your opinion about your teaching and learning experience. They capture feedback on your experience within each module and inform staff about where improvements could be made.

Your module leaders will ensure that you receive the forms for completion either paper based or on-line, please complete and return these to ensure your voice is heard - all responses are anonymous. You are likely to see the module team responses to previous student feedback in your module information packs.

7.5 Complaints

The University recognises that there may be occasions when you have cause for complaint about the service you have received, when this happens, the complaints procedure is intended to provide an accessible, fair and straightforward system which ensures as effective, prompt and appropriate response.

As a student registered for a University award at a partner College, who is dissatisfied with the provision at the College, you should pursue your complaint in accordance with the Hugh Baird College complaints procedure in the first instance. In the event of continuing dissatisfaction upon exhaustion of the College's procedure, you will be entitled to submit your complaint to UCLan.

The Hugh Baird College complaints procedures can be located on the Hugh Baird University Centre website:

<http://www.hughbaird.ac.uk/index.php/university-centre/wider-information-set-wis>

8. Appendices

8.1 Programme Specification(s)

UNIVERSITY OF CENTRAL LANCASHIRE

Programme Specification

This Programme Specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

Sources of information on the programme can be found in Section 17

1. Awarding Institution / Body	University of Central Lancashire
2. Teaching Institution and Location of Delivery	Hugh Baird College
3. University School/Centre	School of Management
4. External Accreditation	none
5. Title of Final Award	FdA Event and Festival Management
6. Modes of Attendance offered	Full Time / Part Time
7. UCAS Code	F201
8. Relevant Subject Benchmarking Group(s)	QAA Foundation Degree Qualification Benchmark Statement 'Hospitality, Leisure, Sport and Tourism' (2010)
9. Other external influences	<ul style="list-style-type: none">• National Outdoor Events Association• The Association of Festival Organisers• Association of Independent Festivals• Association of Festival Organisers• Company Safety Accreditation Scheme
10. Date of production/revision of this form	16 th March 2017
11. Aims of the Programme	
<ul style="list-style-type: none">• To provide students with a range of practical and theoretical skills necessary to prepare them for employment and/or further academic study via an understanding of the event and festival industry	

<ul style="list-style-type: none"> To equip students with a thorough understanding of the event and festival industry, through practical insights and experience gained working on projects that allow them to achieve their full potential encouraging them to use initiative, problem solving, self-motivation and critical self-awareness within the field of event and festival management
<ul style="list-style-type: none"> To understand the elements of risk associated with the planning and management of events and festivals and be able to apply the relevant strategies to support effective solutions
<ul style="list-style-type: none"> To promote employability in the event and festival industry through the application of industry standards and awareness of current practices
<ul style="list-style-type: none"> To develop students' abilities in selection, organisation, analysis and critical evaluation of information relating to the event and festivals industry
<ul style="list-style-type: none"> To provide students with a thorough grounding in cross-disciplinary working in order to develop critical and analytical skills applicable to the delivery of projects

12. Learning Outcomes, Teaching, Learning and Assessment Methods

A. Knowledge and Understanding

- A1. Explore and explain aspects of the event and festival industry
A2. Identify the critical success factors for effective event and festival management in contemporary society
A3. Explain the role of events and festivals and why they could be regarded as drivers for economic growth within the visitor economy
A4. Assess the key policies that influence and shape the regulation of the events and festivals industry

Teaching and Learning Methods

All modules will be delivered through a range of mechanisms that will seek to engage and inspire students;

- Lectures (predominantly using PowerPoint slides to deliver a range of pre-defined learning outcomes)
- Case studies and outturn reports
- Seminars and discussion groups
- One to one tutorials
- Group tutorials
- Peer review (through group presentations)
- Guest speakers delivered through lectures and workshops
- Practical on-site experience in 'live project' scenarios

Assessment methods

Assessment occurs through the application of knowledge and theory within desk-based research, presentation of ideas and solutions to address the task presented. Written submissions and verbal/visual presentations are an underpinning feature of assessment across the programme. The preparation and planning of responses to live briefs is also a strand that is consistent throughout the assessment process from Level 4 Semester 2 and then throughout the duration of the remaining programme.

B. Subject-specific skills

- B1. Display a range of critical thinking to the planning and delivery of events and festivals
B2. Utilise effective research, planning and project management skills to support the delivery of an event
B3. Apply a range of IT tools to support the management of a live project
B4. Evaluate the risks associated with the management and delivery of events and festivals and apply this to a live project scenario
B5 Engage in a live project brief relevant to the management of an event

Teaching and Learning Methods
Workshops delivered by guest speakers from industry, supported site visits to events and festivals and the practical application of planning and management techniques across projects will enhance the supported teaching delivered through lectures, tutorials and reflective case studies. Opportunities for students to demonstrate their learning and skills gained through practice will be up-weighted in Level 5 leading towards the final research project.
Assessment methods
<p>The development of practical skills related specifically to festival working practices will occur in most modules and will allow for a range of assessment methods to be put in place which will include (but not limited to);</p> <ul style="list-style-type: none"> • Industry practitioner witness observation assessment • Tutor and peer witness observation assessment • Working journals/site notebooks specific to 'live project' • Essays and reports • Project plans and timelines • Individual and group presentations
C. Thinking Skills
<p>C1. Assess and evaluate a range of scenarios that might enhance or hinder the success of an event or festival experience</p> <p>C2. Create a bespoke and tailored response to the effective planning and delivery of an event or festival.</p> <p>C3. Deliver a targeted and effective solution to a project proposal taking in to account all of the elements of risk associated with the events and festival industry</p> <p>C4. Apply planning and risk assessment elements that are required in a live project</p> <p>C5. Critically apply a range of solutions to deliver positive outcomes</p>
Teaching and Learning Methods
Lateral thinking and problem-solving are key to students' successful development across this programme. The application of knowledge in evaluating often complex scenarios is a consistent feature across all modules and will be increasingly significant at Level 5. Critical analysis and the presentation of ideas and solutions to effectively target problems is a thinking skill that is prevalent in the festivals industry and on completion of the programme students should be able to apply critical thinking to a variety of industry-related challenges.
Assessment Methods
At this level students should be able to demonstrate that they can competently identify a series of tasks and highlight potential problems through the application of effective projects plans. Project scoping and the delivery of project plans will be a feature of Level 5. This will be in addition to the essays, report and presentations required in Level 4. The final written piece of work will be in the form of a research project that will competently demonstrate the breadth of aspects delivered across the programme from Level 4 through to Level 5.
D. Other skills relevant to employability and personal development
<p>D1. Deliver a range of ideas that demonstrate critical-thinking and an ability to work through complex problems to find a solution</p> <p>D2. Evaluate the events and festival industry and the policies and procedures that underpin compliance</p> <p>D3. Assess and evaluate the elements that contribute to an event and/or festival</p> <p>D4. Identify the roles and associated requirements of individuals and teams connected directly and indirectly to the events and festival industry.</p>
Teaching and Learning Methods
The FdA in Event and Festival Management is focussed on employability through a practice-based approach working closely with industry and utilising case studies and economic impact assessments to formulate thinking. Students will be made aware of current practice and professional standards and will be actively engaged in exploring a range of solutions to complex scenarios. Professional project management will underpin the programme so that students will be able to present their

solutions in a professional and business-like manner. The programme will emphasise the importance of time management and working to deadlines as part of a team and this is intended to mirror work-based learning. Students will be encouraged to be confident at expressing their ideas and will be presented with opportunities to harness their creative-thinking, share ideas and contribute to a team-based response to solution finding.

Assessment methods

Project work is intrinsic to this programme and students will be required to critically reflect on their own outputs as well as those of their peers. Critiques will be based on specific goals formulated for the assessment requirement. These may be reviewed at any stage of the project, for example at the earliest stage of project scope through intermediary phases as well as the final stage. Through the assessment process as well as group tutorials students may be asked to substantiate their proposals and defend their ideas as part of a process of collaborative problem-solving.

13. Programme Structures*				14. Awards and Credits*
Level	Module Code	Module Title	Credit rating	
Level 5	HO2009	Managing and Resourcing Events and Festivals	20	FdA Event and Festival Management Requires 240 credits including a minimum of 100 at Level 5.
	HO2010	Events and Festival Promotion, Enterprise and Entrepreneurship	20	
	HO2011	Research Techniques and Impact Assessment for the Events and Festival Industries	20	
	HO2012	Event and Festival Safety Management	20	
	HO2013	Fieldwork Project	20	
	HO2176	Research Project	20	
Level 4	HO1005	An Introduction to Event and Festival Management	20	Foundation Certificate in Event and Festival Management Requires 120 credits at Level 4 or above.
	HO1006	Themes and Concepts of Events and Festivals	20	
	HO1007	Principles and Practices of Marketing Communications for Events and Festivals	20	
	HO1008	Services Marketing for Events and Festivals	20	
	HO1009	Event and Festival Policies and Politics	20	
	HO1010	Understanding the Risks and Planning of Events and Festivals	20	

15. Personal Development Planning

The concept of Personal Development Planning (PDP) will be introduced and monitored through the FdA Event and Festival Management programme at Level 4. The integration of PDP will enable students to:

- develop skills of reflection on their academic, personal and professional development within clear and guided boundaries;
- increase self-awareness of their own skills, capabilities and attitudes;
- improve individual learning, capabilities and aptitude through taking responsibility for their own personal development and self-directed learning;
- identify personal development needs, areas of strength and areas for improvement in order to direct change;
- set goals, plan, action and review personal progress;
- compile records of learning achievements and experiences including progress reviews, personal reflections and action plans;
- plan realistically for career progression and manage individual career progression and lifelong learning.

In order to facilitate PDP and ensure that it is fully embedded in to the students' learning experience all students on the FdA Event and Festival Management programme will be required to attend a personal tutorial session once a week. This tutorial may be a group session where students will consider study skills relevant to the whole group such as how to manage study time effectively or how to make a personal budget plan.

Development of the range of study skills necessary to succeed in the assessment process will be addressed in the 'Introduction to Event and Festival Management' module and the topics covered here will underpin the academic advancement of students as they progress throughout the programme. Students who wish to receive further advice on any of the topics covered relating to IT, planning, research and preparation of assignments will be able to access additional help through the College's Learner Support team. This support will also be monitored and reviewed through tutorials.

Personal tutor sessions will also incorporate one-to-one reviews where each student will be encouraged to reflect on their own strengths and weaknesses and the progress they are making towards their personal goals. This will enable students to create a goal-centred personal action plan that will be reviewed on an ongoing basis.

16. Admissions criteria

(including agreed tariffs for entry with advanced standing)

**Correct as at date of approval. For latest information, please consult the University's website.*

Entry to the FdA Event and Festival Management programme will be via successful interview, relevant qualifications and being able to evidence a number of the following attributes;

64 UCAS Points or level 3 entry equivalent. Students are also accepted who have non-standard entry qualifications and/or relevant experience.

Experience at working within a festival or event project in a variety of applicable roles

2 A-Levels, at least one of which is in a music, creative arts or business management area

BTEC National Extended Diploma and/or International Baccalaureate

Applicants must be aged 18 or over and applications from mature students with appropriate experience are welcome.

Overseas students are welcome to apply with evidence of relevant and equivalent qualifications as stated for all external applicants.

UK and EU Entry: Equivalent international qualifications will be considered towards meeting the general entry requirements. Additionally, EU students, for whom English is not the first language, will be required to evidence an IELTS score of 6.5 or equivalent. Equivalences include:

- TOEFL written examination score of 550 plus a test of written English (at 4)
- TOEFL Computer Equivalent score of 230
- Proficiency in English (Cambridge) at Grade C or above

17. Key sources of information about the programme

- www.hughbaird.ac.uk
- Hugh Baird College marketing material
- Hugh Baird College open evenings
- Student Course Handbook
- Course fact sheet
- UCAS