

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Event Technologies and Digital Innovation
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	5
<b>4</b>	<b>Module Code</b>	MAN5065

<b>5</b>	<b>Module Overview</b>
<p>The aim of this module is to provide you with an in depth knowledge of current and future trends in technology and digital innovation in the context of events. Integral to the module will be a focus on learning event management software which can be utilised in 'real life' scenarios. The relevant literature is explored, but with a consistent view of the importance of applying theory and planning in practical event, venue and experience contexts.</p> <p>The module is delivered through a combination of lectures, seminars, tutorials and workshops in which you will be expected to contribute. Case studies from around the world and presentations will also be used in each session and where possible, guest lectures from event technology and digital experts will be used.</p>	

<b>6</b>	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Creativity and innovation.</li> <li>• Event technologies.</li> <li>• The influence of 'digital'.</li> <li>• Innovative trends in event technologies.</li> <li>• Event Management software.</li> <li>• Customer experience software.</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Apply generic innovation concepts and theories to unique context of events.
<b>2</b>	Analyse the dynamic nature of the event, venue and experience industries and the technologies and innovations to support this.
<b>3</b>	Formulate solutions to issues faced when integrating new technologies.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-3			X

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	36
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	36
<b>Private Study (PS)</b> includes preparation for exams	128
<b>Total Study Hours:</b>	200