

Edinburgh Napier Courses and Pre-approved Drexel EAM Equivalents

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TSM08121: Event Management

Approved as EAM 321: Venue Management for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

Through a variety of teaching methods Event Management enables students to develop practical insights into the development of events, by considering the main management considerations, and evaluating their application, to festivals and events

Description of module content:

This module engages students through allowing them to develop a practical, problem-solving approach to the management of events. The module opens by defining a range of festivals and events, and their contexts. Key functions of event design and management are then introduced and applied: both through the use of illustrative examples of different types and forms of events; and through students developing their own event plans. The growth, role and consolidation of the events industry in the UK are also considered. The major management functions of events are examined therefore with particular attention paid to areas including: planning, marketing, sponsorship, risk management, safety, design and staging, and the evaluation of events.

TSM08116: Music Event Management

Approved as EAM 321: Venue Management for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

Music Event Management enables you to develop the skills and knowledge for the strategic planning and identification of the operational requirements for a diverse range of live music events. It takes a problem -solving approach and allows you to apply a range of management techniques to the field of music event planning and management.

Description of module content:

This module engages the students allowing them to develop a problem-solving approach to the management of live music events. It provides an overview of the growth, role and consolidation of the UK Music events industry drawing upon current trends and practices within live music staging and promotion and the role and place of technology. The module will define a range of live music festivals and events. Major music festivals such as Glastonbury and T in the Park to small localized festivals and one-off music events will be examined and demand for each type of event explored. Finally the management of music events will be considered with particular attention paid to areas such as planning, marketing, sponsorship, venue and risk management, safety, security and staging and the evaluation of events.

Learning Outcomes for module:

- LO1: Describe, define and evaluate a wide range of live music festivals and events
- LO2: Determine and examine the management issues and demands of UK music events.
- LO3: Identify the emergence and growth of the UK music events industry.
- LO4: Examine and consider every aspect of production, presentation and management of live music events including staging and promoting small, medium and large scale events.
- LO5: Communicate and present findings of the management and evaluation of a chosen Music Event.

Indicative References and Reading List - URL

- T1: Yeoman, I , Robertson, M, Ali-Knight, J, Drummond, S & McMahon-Beattie, U (eds) (2004). Festival and Events Management: An International Arts and Culture Perspective, Oxford: Butterworth-Heinemann,
- T2: Allen, J, O'Toole, W, McDonnell & Harris, R (2005) Festival & Special Event Management 3rd Edition Sydney: John Wiley & Sons Australia Ltd
- T3: Tarlow, P (2002) Event Risk Management and Safety London: Wiley Event Management Series
- T4: Berridge, G. (2006) Event Design and Experience Elsevier, Oxford
- T5: Tum, J., Norton, P. and Wright, J. (2006) Management of Event Operations Elsevier, Oxford

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TSM09102: Planning and Public Policy for Festivals Events

Approved as EAM 350: Arts, Culture & Society for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

You will be able to look at and compare festival and events of various forms and types (arts, sports, festivals, cultural and religious) and understand the strategic purpose they are set. The work combines investigation of prevailing festival and event strategy (in locally, nationally (Scotland and the UK) and Europe), and the study and comparison of related policy goal areas and the policy initiatives that come as a result of this.

Description of module content:

Introduction to political strategies and festival and event provision; Festival and event strategies; Festival and event policy areas (economic, cultural, social and environmental); Festival and Event policy initiatives in the UK; Festival and Event stakeholders; The European Union and competencies; International market and trends and policy.

Learning Outcomes for module:

LO1: Evaluate the relationship between festival and events development and government policy in the UK

LO2: Examine the changing role of global, national, regional and local agencies as a consequence of changing political environments

LO3: Interpret the impact government policy has for festival, events and cultural activities in other European Union countries

LO4: Identify and evaluate the impact of non-European countries on festival and event policy in the UK

LO5: Based on the best evidence construct policy responses to real and theoretical festival and event scenarios

Planning and Public Policy for Festival Events Book List

Event Studies by Getz, Donald

Festival and Special event management by Allen, Johnny

Events management by Bowdin, G.A.J.

Leisure and tourism policy and planning by Veal, A.J.

Events and festivals by Robertson, Martin

Festival and events management by Yeoman, Ian

TSM08106: Visitor Attraction Management

Approved as EAM 465: Visitor Attraction Mgmt for 3 credits + EAM 399 for 3 credits = total 6 credits

The module introduces you to the nature, role and management of visitor attractions. Students will examine the management of a range of visitor attractions representing public, private and voluntary sites. Examples of both built and natural sites will be explored including heritage attractions, theme parks, national parks and World Heritage Sites.

Description of module content:

Nature of the visitor attraction product

Planning and development of visitor attractions

Management issues in the successful management of visitor attractions

Specific issues in managing heritage visitor attractions and World Heritage Sites

The visitor experience including the role of technology and visitor management

The future of visitor attractions

Learning Outcomes for module:

LO1: Define and explain the nature of visitor attractions.

LO2: Examine the composition and development of the visitor attraction sector.

LO3: Demonstrate an understanding of the managerial and operational issues in visitor attractions.

LO4: Investigate the application of management techniques to enhance the successful management of visitor attractions.

LO5: Devise a range of management techniques to improve the operation and management of a specific visitor attraction.

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Visitor Attraction Management Book list

Tourism by Page, Stephen
Managing World heritage sites by Leask, Anna
Heritage visitor attractions by Leask Anna
From tourist attractions to heritage tourism by Yale, Pat
Issues in cultural tourism studies by Smith, Melanie K.
Heritage tourism by Timothy, Dallen J.
The development and management of visitor attractions by Swarbrooke, John

TSM08116: Music Event Management

Approved as EAM 465: Music Event Mgmt for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

Music Event Management enables you to develop the skills and knowledge for the strategic planning and identification of the operational requirements for a diverse range of live music events. It takes a problem-solving approach and allows you to apply a range of management techniques to the field of music event planning and management.

Description of module content:

This module engages the students allowing them to develop a problem-solving approach to the management of live music events. It provides an overview of the growth, role and consolidation of the UK Music events industry drawing upon current trends and practices within live music staging and promotion and the role and place of technology. The module will define a range of live music festivals and events. Major music festivals such as Glastonbury and T in the Park to small localized festivals and one-off music events will be examined and demand for each type of event explored. Finally the management of music events will be considered with particular attention paid to areas such as planning, marketing, sponsorship, venue and risk management, safety, security and staging and the evaluation of events.

Learning Outcomes for module:

LO1: Describe, define and evaluate a wide range of live music festivals and events
LO2: Determine and examine the management issues and demands of UK music events.
LO3: Identify the emergence and growth of the UK music events industry.
LO4: Examine and consider every aspect of production, presentation and management of live music events including staging and promoting small, medium and large scale events.
LO5: Communicate and present findings of the management and evaluation of a chosen Music Event.

Indicative References and Reading List - URL:

T1: Yeoman, I, Robertson, M, Ali-Knight, J, Drummond, S & McMahon-Beattie, U (eds) (2004). Festival and Events Management: An International Arts and Culture Perspective, Oxford: Butterworth-Heinemann,
T2: Allen, J, O'Toole, W, McDonnell & Harris, R (2005) Festival & Special Event Management 3rd Edition Sydney: John Wiley & Sons Australia Ltd
T3: Tarlow, P (2002) Event Risk Management and Safety London: Wiley Event Management Series
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ENT08101: Creativity, Innovation and Enterprise

Approved as EAM 465: Creativity, Innovation & Enterprise for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

Think of yourself as the creative type? Interested in innovation in business?

This module will introduce you to both. It also explores entrepreneurship and considers intrapreneurs working in organizations. The class format is highly interactive, allowing students to contribute and guide their learning experience. Personal creativity and entrepreneurial behavior is also examined and unleashed. Use is made of live case studies, quizzes and lateral thinking techniques.

The flexible module is only available to those students matriculated on the BA Business and Enterprise program.

Description of module content:

Definitions of creativity, innovation and enterprise

Consideration of the range of tools and techniques used in organizations to encourage creativity

Characteristics of the innovative organization, and how to create an appropriate environment for creativity

Consideration of barriers to creativity and how to overcome them

The planning process of New Product / Service Development within enterprising organizations

Learning Outcomes for module:

LO1: Comprehend the role of creativity and innovation in enterprising organizations

LO2: Comprehend the tools and techniques of creative and innovation management

LO3: Examine the barriers to creativity and how successful organizations overcome these challenges

LO4: Evaluate the process of planning from creativity to the implementation of innovation in enterprising organizations - in private, public and the voluntary sectors

Indicative References and Reading List - URL:

T1: Innovation and Entrepreneurship , Peter Drucker (2007) Butterworth-Heinemann

T2: Entrepreneurship, David Kirby (2003) McGraw-Hill Higher Education

T3: Entrepreneurship and Small Business, Paul Burns (2004) Palgrave

T4: The 6 Thinking Hats by Edward de Bono (2000) Penguin Books

TSM09122: Supervised Work Experience

Approved as EAM 465: Supervised Work Experience for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

Through studying this work based learning module you will develop your potential and gain a competitive edge when seeking graduate employment. You will develop your knowledge of hospitality, tourism, marketing and festival and event working practices as well as enhancing your employability skills. You will also be able to relate academic theory to the workplace. The taught part of this module prepares you for the recruitment and selection process and for planning and taking responsibility for your learning from the workplace. You will evaluate your current profile and set objectives for your learning and development during the 24 week placement in full time employment. You will develop your ability to self-assess your performance, use constructive feedback and evaluate your own progress in a reflective learning portfolio. This module helps you to develop the skills that are necessary for graduates in the 21st Century and thereafter as part of your continuing professional development.

Description of module content:

This module is designed to give students 24 weeks work-based learning experience nationally or internationally in an appropriate hospitality, tourism, marketing or festival and events organization. It enables students to gain practical, hands on experience in their chosen field of study.

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The module introduces students to the elements of learning for and from the workplace as part of their continuing personal and professional development planning. It helps students use tools and techniques for reflection and self-appraisal, such as reflective logs and critical incidence analysis and to complete a reflective learning portfolio.

The delivery of the taught element of the module includes:

Preparation for placement recruitment, CV preparation, interview skills, personal preparation review, job profiles and expectations, employer presentations.

The process of learning from the workplace; planning and writing personal; job and business related learning objectives in a meaningful learning plan; assertiveness, negotiation skills and strategies for coping with stress and pressures in the workplace; customer awareness and expectations; external and internal organizational culture, training and development in the workplace. Identification of employability skills and attributes, and career planning resulting from placement.

Learning Outcomes for module:

LO1: Prepare an appropriate curriculum vitae and develop interview skills expected by graduate recruiters LO2: Write and agree clear and achievable SMART objectives in a learning plan for their personal, vocational and academic development during placement

LO3: Achieve appropriate standards of performance in the workplace

LO4: Analyze and evaluate on the achievement of their objectives in a reflective learning portfolio

LO5: Relate and critically examine selected academic knowledge and skills to specific industry situations

LO6: Critically evaluate their own performance and learning experiences.

Indicative References and Reading List - URL:

T1: Moon, J (1999) Learning Journals, Kogan Page

T2: Jay, R (2005) Brilliant Interview: What Employers Want to Hear and How to Say It

T3: Bright, J (2005) Brilliant CV: What Employers Want to Hear and How to Say It (paperback)

T4: Dweck, C (2006) Mindset: the new psychology of success

ENT09103: Entrepreneurial Consultancy Project

Approved as EAM 465: Entrepreneurial Consultancy Project for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

This is a real opportunity to experience the role of a consultant whilst obtaining academic credit and it allows you to exploit your own knowledge in a real business environment. You will agree the project brief with the organization of your choice and a tutor will confirm the suitability of the project. Students will complete the project over the trimester with regular updates to the host organization and the academic tutor. You will benefit from completing a taught module in entrepreneurship prior to taking this module.

Description of module content:

This module requires the student to act as a consultant, undertaking a practical project with an external organization. Subject areas covered in classes will include;

The role of the Consultant

Project Management

Company profiling

The subject matter of the report will depend on an individual student's knowledge and interest and on the identified needs of the chosen business

Learning Outcomes for module:

LO1: engage in the role of the business consultant

LO2: experience and accurately assess the issues of consulting in small organizations without highly structured management information

LO3: engage in the dynamics of project management where a significant segment of the resource is outside the student's control

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LO4: critically reflect on their own ability to manage personal resources

Entrepreneurial Consultancy Project Book List:

Effective Project management by Wysocki, Robert K.

Enterprise and small business by Carter, Sara

Managerial consulting skills by Margerison, Charles J.

TSM10107: Leadership and Innovation for Tourism, Hospitality and Events

Approved as EAM 465: Leadership, Innov for Hosp & Events for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

This module is concerned with examining the relevant theories and practices associated with effective leadership and innovation. The emphasis throughout is upon how we might more effectively address the challenge of creating and sustaining competitiveness in tourism, hospitality and events organizations through the mechanisms of both leadership and innovation.

In this module you will learn about a range of different leadership theories and their relevance to, and impacts upon, organizations and employees. In addition you will be introduced to the role of innovation, the innovation process and its effective practice within the tourism, hospitality and events contexts. This module is intended to support your development as an effective professional manager through an examination of cutting edge theories and practices associated with both leadership and innovation in the challenging environments faced by modern tourism, hospitality and events organizations.

Description of module content:

Students will be introduced to the main theories associated with effective leadership and develop a critical understanding of these theories and approaches to leadership, with a particular focus on their application within the context of the tourism, hospitality and events industries. The emphasis will be upon developing an appreciation of the basis of dynamic, effective leadership and its role in creating and sustaining competitiveness through an organization's capacity to engage in successful innovation.

The majority of the module's content concerns the process and practice of effective innovation. Commencing with an overview of the nature of innovation and the innovation process, the major emphasis will be upon students developing a sound grasp and understanding of how organizations might most effectively deploy the activities associated with innovation and to harness their full potential for improving performance within the context of tourism, hospitality and events-focused organizations. A specific focus will be given to new product development (NPD) within these organizations and to innovation based upon the use of the Internet and the World Wide Web.

Learning Outcomes for module:

LO1: Critically appraise the main theories associated with leadership and their potential impacts within the context of tourism, hospitality and events organizations.

LO2: Critique the role of innovation within the context of tourism, hospitality and events organizations.

LO3: Critically appraise the new product development process and its application within the tourism, hospitality and events industries.

LO4: Identify and critically assess the current and potential impacts of innovations based upon the Internet and the World Wide Web within the tourism, hospitality and events industries.

LO5: Critically assess the importance of effective (a) leadership and (b) innovation upon the performance of tourism, hospitality and events organizations.

Leadership and Innovation for Tourism, Hospitality and Events Book List:

Innovation management by Ahmed, Pervaiz K.

Tourism and innovation by Hall, Colin Michael

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TSM08103: Impacts of Festivals and Events

Approved as EAM 465: Impacts Festivals & Events for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

This module provides you with and insight into and understanding of the multiple impacts of Festivals and Events. It promotes awareness and understanding of the value and importance of events placing them in the context of their social, economic, environmental and political impacts. Applied as well as theoretical, regional, national and international case studies highlight the above.

Description of module content:

This module establishes how Festival and Event managers must consider the impacts of an event throughout each stage of the planning process and beyond. Event impacts are explored within the context of the minds of funding organizations and policy makers and how they are used in order to justify public spending on events and minimize any negative externalities. Positive and negative impacts of holding events in order to justify public spending on events and leveraging the best possible benefits for host communities are also examined. Social, cultural, physical, environmental, economic, political and tourism impacts of events and their interrelationships are examined in depth. Event impact evaluation frameworks and the issue of legacy are also introduced and explored.

Learning Outcomes for module:

LO1: Identify and discuss the multiple impacts of Festival and Events, giving particular focus to the social, cultural and environmental impacts.

LO2: Assess the implications of these impacts on host communities, funding organizations and policy makers in a local, regional and national context.

LO3: Review and analyses the tangible and intangible benefits of Festivals and Events

LO4: Appraise and differentiate between Festival and Event impact evaluative frameworks

LO5: Communicate and present findings of investigative activity into the impacts of a chosen UK festival or event

Indicative References and Reading List - URL:

T1: Andersson, T.D., Persson, C., Sahlberg, B. and Strom, L., (eds.) 1999. The Impact of Mega Events. Ostersund, European Tourism Research Institute

TSM08120: Sports Event Tourism

Approved as EAM 465: Sports Event Tourism for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

You will learn how to critically appraise and evaluate the types, organization and management of sport events and their implications for urban and rural development.

Description of module content:

This module considers sport event management, its development and process as well as event impacts on organizations, regions or localities. The module will cover a range of sport events within an international context from major sporting events such as the Olympic Games and the Commonwealth Games to smaller local events like the Edinburgh Marathon. We will also apply organization theory to understand how sport vent organizations operate and consider the pressures and challenges faced by staff. Consideration will also be given to current issues and trends such as the broadcasting of sport events, appraising likely future demand and developments worldwide.

Learning Outcomes for module:

LO1 Classify the range of Sport Events' provision, stakeholders, event typologies and their characteristics

LO2 Distinguish impacts of sport events and justify sport event impact evaluation frameworks

LO3 Consider the business of sport events in respect of their governance, planning, broadcasting and marketing.

LO4 Examine conceptual frameworks that allow the study of sport event organizations in terms of their structures and contexts

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LO5 Explore and justify trends likely to affect the future of Sport Events related tourism and infrastructure projects

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- T1 Bowdin, G, Allen, J, O'Toole, W, Harris, R & McDonnell, I (2006) Events Management, Oxford: Elsevier Butterworth-Heinemann
T2 Roche, M. (2000) Mega-Events and Modernity: Olympics and Expos in the Growth of Global Culture, Routledge, London
T3 Robertson, M. (2006) Sporting Events and Event Tourism: impacts, plans and opportunities Leisure Studies Association
T4 Masterman, G. (2004) Strategic Sports Event Management – an international approach Journal of Sport Tourism Taylor & Frances Publishers
T5 Theodoraki, E. (2007) Olympic Event Organisation, Oxford: Elsevier Butterworth Heinemann
T6 Westerbeck, H, Smith, A, Turner, P et al (2006) Managing Sport facilities and major events, London: Routledge
T6: Journal of Sport Tourism, Journal of sport management

TSM08108: Conference Management

Approved as EAM 465: Conference Management for 3 credits + EAM 399 for 3 credits = total 6 credits

What you will learn and what this module is about:

Conferences and meetings are a major part of business life. The planning, organizing and managing of conferences is therefore a growing industry. This module will examine the conference industry from a national and international perspective. You will identify the main stakeholders, and look at the needs of the various types of conference buyer. You will also consider the issues experienced by the supply side, such as design of facilities, marketing and planning.

Description of module content:

Setting the context; buyers, intermediaries and suppliers; conference demand and supply; marketing conferences; the organizer perspective; the venue perspective; technology and conferences; future issues

Learning Outcomes for module:

- LO1: Explain the major characteristics of the various types of buyers
LO2: Consider the planning of a conference from both the buyer and supplier perspectives
LO3: Assess the marketing strategies available to destinations and venues
LO4: Discuss current and future trends within the conference industry
LO5: Collaboratively plan a conference

Conference Management Book List

Conferences and conventions by Rogers, Tony
Successful event management by Shone, Anton
The business and management of conventions by McCabe, Vivienne