PROGRAMME SPECIFICATION

Part 1: Basic Data	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	Frenchay Campus
Faculty responsible for programme	Business and Law
Department responsible for programme	Business and Management
Modular Scheme Title	Postgraduate Modular Scheme
Professional Statutory or Regulatory Body Links	Not applicable
Highest Award Title	MSc Events Management
Default Award Title	MSc Events Management
Fall-back Award Title	
Interim Award Titles	PG Dip Events Management PG Cert Events Management
UWE Progression Route	
Mode(s) of Delivery	FT, PT
Codes	**UCAS:** **JACS:** **ISIS2:** N82012 **HESA:**
Relevant QAA Subject Benchmark Statements	Hospitality, Leisure, Sport and Tourism (2008) Master's degrees in Business and Management (2007)
CAP Approval Date	
Valid from	1 September 2013
Valid until Date	1 September 2018
Version	3

Part 2: Educational Aims of the Programme
This programme aims to equip students with the in-depth knowledge and intellectual skills to synthesise and apply relevant theoretical concepts in the context of Events Management. It also seeks to provide students with the opportunity to further develop their abilities to think critically, to evaluate, to deal with complex event-related problems and issues and, in doing so, to become informed practitioners. The programme adopts a multi-disciplinary perspective in examining both the Events industry in its broadest context, and events and festivals as cultural and global phenomena. In doing so, the programme prepares students to secure managerial positions in a range of organisations, from large corporations to small- and medium-sized enterprises involved in the planning and operation of a wide variety of events and festivals.

Part 2: Educational Aims of the Programme

The specific aims of the programme are:

1. To develop in students an in-depth understanding and critical awareness of major conceptual, multi-disciplinary and applied research at the forefront of the Events Management subject field and the means to reflect critically on this.
2. To develop current and potential event managers as 'informed practitioners', with the capacity for autonomous thought, critical self-reflection and the ability to undertake independent research and advanced scholarship.
3. To enable students to augment their analytical research and problem-solving skills and apply these in a variety of complex event-related contexts, with a view to informing current and future theory and practice.
4. To encourage the further development of qualities and transferable skills necessary for employment in the events industry and to foster in students a commitment to their own learning and continuing professional development.
5. To provide students with the opportunity to gain a practical understanding of, and to critically evaluate, relevant research techniques and methods used to create, interpret and construct knowledge in the area of Events Management

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Not applicable

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Learning Outcomes:	UMKCYP-15-M	UMSD3M-15-M	UMKCQT-15-M	UMKDBM-15-M	UMKCYT-15-M	UMOCB6-15-M	UMKCYN-15-M	UMKCYM-60-M	UMMC9V-15-M	UMAD47-15-M
A) Knowledge and understanding of:										
To demonstrate understanding and critical awareness of major conceptual, multi-disciplinary and applied research at the forefront of Events Management as an emerging subject field.	√			√	√			√		
To demonstrate appreciation of the economic, social and cultural significance of local, regional and international events.	√			√	√					
To explain, critique and apply theories, concepts and ideas drawn from various disciplines, in particular business and management, that are relevant to understanding the challenges of working in and managing a variety of events organisations.			√	√	√	√	√		√	√
To critically evaluate, and demonstrate practical understanding of, relevant research techniques and methods used to create, interpret and disseminate knowledge in the area of management.		√					√	√	√	
To demonstrate in-depth knowledge of how to use resources effectively, within the context of planning, developing and managing events and festivals ethically and sustainably.			√	√	√	√			√	√
(B) Intellectual Skills										
To research and assess paradigms, theories, principles, concepts and factual information drawn from relevant disciplines and apply these in the context of understanding a range of events activities.	√	√			√			√	√	
To solve complex problems and make decisions using appropriate techniques including identifying, formulating and solving management problems; and the ability to create, identify and evaluate options; the ability to implement and review decisions.			√	√	√		√	√	√	

Part 3: Learning Outcomes of the Programme										
To think critically and be creative in evaluating, analysing, synthesising, and critically appraising relevant issues. This includes the capability to identify assumptions, evaluate statements in terms of evidence, define terms adequately and generalise appropriately.	√				√		√	√		
To interpret and use organisational information and knowledge effectively and appropriately.			√	√		√	√		√	√
To demonstrate self-direction and the ability to act autonomously in planning, organising and undertaking complex tasks.	√	√					√	√	√	
(C) Subject/Professional/Practical Skills										
To demonstrate a critical awareness and understanding of appropriate domains including administration, design, operations, marketing and risk, and how they apply to the phases of events, such as initiation, planning, implementation, event and closure.			√	√	√	√		√	√	√
To plan for and critically evaluate different types of event and event experience.	√			√	√					
To critically evaluate the nature and characteristics of events with regard to the complexity and challenges of designing events and festivals to meet the needs of a variety of stakeholders.	√			√	√		√	√		
To exhibit qualities and transferable skills necessary for employment in the events industry and critical self-reflection in relation to their own learning and continuing professional development.							√	√		
(D) Transferable skills and other attributes										
To communicate and present complex material effectively.	√	√	√	√	√	√	√	√	√	√
To initiate and organise effectively the research process, applying relevant techniques.		√					√	√	√	
To continue to learn through reflection on practice and experience.	√	√	√	√	√	√	√	√	√	√
To exhibit sensitivity to diversity in people, and an ability to work with people in different situations.	√	√	√	√	√	√	√	√	√	√
To manage their time effectively.	√	√	√	√	√	√	√	√	√	√

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

This programme is designed to meet the needs of those who have undergraduate degrees in a variety of subject areas and are seeking a Masters qualification to enable them to develop management knowledge and skills applied in the context of events management. On the MSc Events Management programme teaching is a mix of scheduled and independent learning, as follows:

Scheduled learning includes lectures, seminars, tutorials, project supervision, practical classes and workshops; external visits; and work-based learning. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion, etc. Scheduled sessions may vary slightly depending on the module choices made.

The teaching, learning and assessment strategy of the Faculty encourages students to assume responsibility for many aspects of their learning and staff to take responsibility for facilitating that learning. The balance of student and staff responsibility varies according to individual student profiles, academic level and according to the nature of the learning outcomes the students are expected to meet. Ultimately, the aim of this programme is to enable students to progress to a high level of autonomy in their learning and to view that learning as an ongoing process over which they have some control, about which they are able to make active choices, and which they are free to challenge.

To achieve this, an appropriate blend of learning approaches and opportunities have been integrated throughout the programme with an overall emphasis on active student participation. The Faculty 'blend' consists of face-to-face learning in large and small groups (lectures and seminars/ workshops) supported by on-line learning Blackboard, together with exposure to real life examples through case studies, occasional organisational visits and guest practitioner speakers. The teaching and learning methods used are designed to challenge the existing perspectives of the students and encourage creative thinking. Students will be encouraged to become active participants both in their own learning and in the creation of knowledge through their own research. This will be accomplished through interactive learning activities where students share their knowledge with their peers, reflective exercises designed to apply theoretical knowledge to practical situations, and students working in groups during class sessions and for some assessment tasks. Through work-based learning, students will also be encouraged to reflect on their own life and work experiences with a view to developing their capacity for reflective practice.

Learning Resources

All modules make use of Blackboard for web-enhanced delivery for communications with students. Students are encouraged to utilise relevant teaching/learning resources in accordance with the University's Reading Strategy. Additional support is provided through the library and an extensive student computing network.

Students are directed towards the University Library online mySkills resource for the development of skills appropriate to the level and philosophy of each module. They are directed on how the resources on this site should be used to develop the skills that will underpin their studies in module handbooks and/or via Blackboard.

Additional support is provided through the library by means of information skills sessions embedded at module level and self-directed online tutorials. There is also an extensive programme of regular workshops including referencing management, database searching and finding journal articles. The library offers zoned space from silent to group study and student bookable rooms. There is excellent access to electronic databases on campus through the extensive student computing network and wifi. Most databases are also available off campus and supported by the online library enquiry service.

Part 4: Student Learning and Student Support

Student Support and Guidance

Student support for all issues relating to the content, delivery and assessment of modules is provided by Module Leaders and, for more general academic and professional concerns, by Programme Managers. Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, extenuating circumstances procedures, progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on (including, where relevant, how to access the wider support provided by the University). This service is supported by extensive online resources.

Students and graduates are also supported by UWE Careers who help them to access skills, experience and knowledge to improve their employability prospects. The service provides high quality and professional advice and guidance focusing on enabling them to take control of and responsibility for their own career planning and progression/development. They can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter-facing services including advertising graduate job vacancies, work experience and volunteering opportunities, and running both undergraduate and graduate internship schemes. There are also part time jobs advertised by the Student Union Jobshop. There is specialist support for international students including specific resources developed for a range of countries where students are recruited from. Students are introduced to the service during Induction, and are encouraged to use it throughout their programme and for three years after graduation.

An important part of the programme is the involvement of students. Two or three student representatives to serve on Student Representative and Staff Forum (SRSF) meetings that are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. The aim of the meetings is to discuss issues raised by students in an open and friendly atmosphere so that students feel able to contribute honestly about their experiences. Any issues raised are taken forward by Programme Managers. Where appropriate, they may be discussed at Departmental Committees or Faculty Academic Standards and Quality Committee.

Support to students with disabilities is offered both at the faculty level under the remit of the Leader of WP, Disability and Schools Liaison, and centrally through the University's Disability Resource Centre. This acts as a holistic service for disabled students and applicants to the University, but also supports the academic and administrative staff who work with disabled students.

In addition to the above The University's Student Services offers a range of services to support students during their time at university and beyond:

- University Health Centre and general advice on 'Staying Healthy'.
- Careers and employability, advice on choosing a career, and finding student and graduate vacancies.
- UWE volunteering, opportunities for students to get involved in the local community through the Community Volunteer Programme.
- Student Advisors and Counseling, for anything from exam stress to homesickness and depression.
- The Living Centre, for support with faith and spiritual matters.
- Global student support, to help international students to make the most of living and studying in the UK.
- Managing disability and dyslexia, to get help with all disability related support needs.
- Money and Visas, for financial checkups or help with UK visas.

Description of any Distinctive Features

This is a conversion Masters programme. As such, the specialist modules assume no prior study of Events, although the treatment of the subject matter – whilst broad – is suitable for Level M (with an emphasis on 'troublesome knowledge', threshold concepts, deep learning and the development and

Part 4: Student Learning and Student Support

practising of higher order cognitive and intellectual skills).

The module Work-based Learning in Events & Tourism (UMKCYN-15-M) provides opportunities for students to hone their practical skills by getting involved in real-world events and projects, building on the University's links with event managers, organisations and venues in Southwest England and beyond. (Partners include Macmillan Cancer Support, Eat Drink Fashion Bristol, St Pauls Carnival, The Travel Foundation and Bristol City Community Trust.) This enables them to apply theory to practice, and to develop their personal and professional skills. In addition, they may opt to undertake a significant work-based project as part of their study. This linking of the academic programme with the external environment is a key feature. As much as possible, student learning will be informed by engagement with relevant businesses and organisations through guest speakers, project work and the like. The programme also builds on UWE's established teaching and research strengths in tourism, management and events, enabling it to be supported and informed by research and professional practice.

Teaching is based on international published literature, the professional experience of Events and Tourism staff, and use of debate and discussion. The emphasis placed on using real examples of Events scenarios, often from staff and students' own experiences, is in line with the applied nature of Events Management as a field/profession. This is embedded across the programme as a whole.

The content of the modules in the programme provide opportunities for students to engage in debates around ethical practice and the promotion of integrity, in a variety of Events Management contexts. Additionally, students will be encouraged to acquire the knowledge and skills to become reflective practitioners, prepared both for their employment and for their wider roles as global citizens. The dissertation/work-based learning project allows students to explore a substantial issue utilising appropriate concepts, frameworks and methodologies, in a highly independent manner.

Part 5: Assessment

Delete one of the following statements as appropriate

A: Approved to University Regulations and Procedures

Assessment Strategy

Assessments for the modules have been designed to take account of the requirements of Level M study as stated in external frameworks and internal reference points such as the University and Faculty teaching, learning and assessment strategies. The assessment strategy comprises formal summative assessment informed by formative feedback. Formal testing of the knowledge base, intellectual, subject specific and transferable skills is through a range of assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations. Formative feedback is offered to students to assist them in developing their ideas and their communication skills ahead of the summative assessment of modules. Individual module specifications provide details of assessments

Part 5: Assessment

Assessment Map

The programme encompasses a range of **assessment methods**. These are detailed in the following assessment map:

Assessment Map for MSc Events Management

		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
Compulsory Modules	UMKCYP-15-M						A (25)	B (75)			
	UMSD3M-15-M						A (25)		B (75)		
	UMKCQT-15-M								A (100)		
	UMKDBM-15-M						A (25)		B (75)		
	UMKCYT-15-M		A (60)						B (40)		
	UMOCB6-15-M							B (50)	A (50)		
	UMKCYN-15-M										A (100)
	UMKCYM-60-M									A (100)	
Optional Modules	UMMC9V-15-M								A (100)		
	UMAD47-15-M								A (100)		

*Assessment should be shown in terms of either: Written Exams, Practical exams or Coursework, as indicated by the colour coding above.

Part 6: Programme Structure	MSc Events Management

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including: level and credit requirements; interim award requirements; and module diet, including compulsory and optional modules.
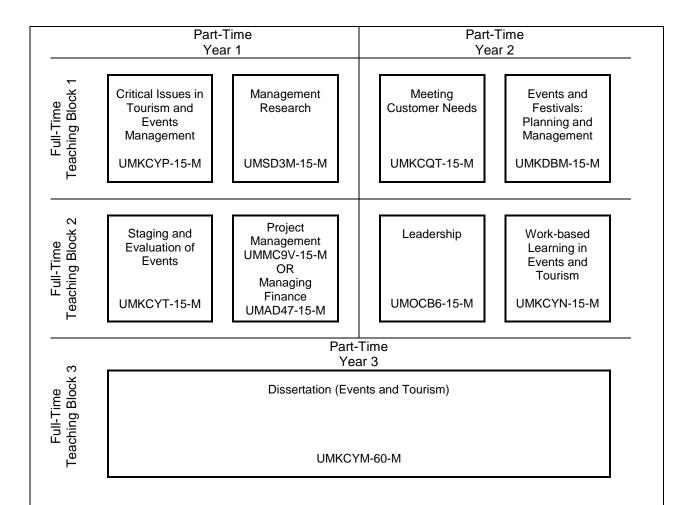
ENTRY

Compulsory Modules	Optional Modules	Interim Awards
Critical Issues in Tourism & Events Management UMKCYP-15-M Management Research UMSD3M-15-M Meeting Customer Needs UMKCQT-15-M Events & Festivals: Planning & Management UMKDBM-15-M Staging & Evaluation of Events UMKCYT-15-M Leadership UMOCB6-15-M Work-based Learning in Events & Tourism UMKCYN-15-M Dissertation (Events & Tourism) UMKCYM-60-M	*One option should be selected up to a maximum value of 15 credits from the list of approved modules, below.* Project Management UMMC9V-15-M Managing Finance UMAD47-15-M	• PG Certificate Events Management 60 credits including the compulsory modules listed overleaf. (An alternative interim award of PG Certificate in Events Studies is available for any student who has achieved 60 credits in modules that contribute to the programme, but who has failed to meet the compulsory modules requirement for the above-named award.) • PG Diploma Events Management 120 credits including Events & Festivals: Planning & Management (UMKDBM-15-M) and Staging & Evaluation of Events (UMKCYT-15-M) Target Award: • MSc Events Management 180 credits

GRADUATION

Part time:
The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student.**

	Part-Time Year 1		Part-Time Year 2	
Full-Time Teaching Block 1	Critical Issues in Tourism and Events Management UMKCYP-15-M	Management Research UMSD3M-15-M	Meeting Customer Needs UMKCQT-15-M	Events and Festivals: Planning and Management UMKDBM-15-M
Full-Time Teaching Block 2	Staging and Evaluation of Events UMKCYT-15-M	Project Management UMMC9V-15-M OR Managing Finance UMAD47-15-M	Leadership UMOCB6-15-M	Work-based Learning in Events and Tourism UMKCYN-15-M

	Part-Time Year 3
Full-Time Teaching Block 3	Dissertation (Events and Tourism) UMKCYM-60-M

PG Certificate in Events Management

Any student wishing to complete the PG Cert Events Management as a stand-alone award should take the modules Critical Issues in Tourism & Events Management (UMKCYP-15-M), Management Research (UMSD3M-15-M) and Events & Festivals: Planning & Management (UMKCYN-15-M) in Teaching Block 1, before completing the module Staging & Evaluation of Events (UMKCYT-15-M) in Teaching Block 2. This combination of modules ensures that all those graduating with a named award in Events Management have gained sufficient knowledge and understanding, and subject/professional/practical skills, in the area of Events Management.

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following exceptions:

Candidates will be considered if they have an HND or equivalent professional award (for example, at NVQ 4).

The learning environment on the MSc Events Management requires that all students contribute their knowledge and experience, and students will be expected to demonstrate that they have sufficient work experience as part of the application process. It is unlikely that anybody that has less than two years' or equivalent experience will be able to meet this requirement.

Applicants may be interviewed prior to acceptance.

Part 8: Reference Points and Benchmarks

In devising this programme, a number of reference points have been taken into account.

In particular, the educational aims and learning outcomes of the programme reflect the requirements of the UK's QAA Framework for Higher Education in England, Wales and Northern Ireland for a qualification at Masters (M) level.

Whilst the QAA Subject benchmark statements for Unit 25 Hospitality, Leisure, Sport and Tourism (revised 2008) are designed for application specifically to undergraduate programmes rather than at Level M, these statements have been used to inform the design of this programme with respect to relevant skills and subject content.

The programme design acknowledges the benchmarks for postgraduate business and management programmes (QAA Unit in Business and Management: QAA benchmarks for Postgraduate Management Programmes – 2007).

The QAA Postgraduate Qualification Descriptors for a qualification at Masters (M) level have been taken into account when devising the programme as a whole, and in the teaching, learning and assessment of individual modules.

A forum of local tourism and events organisations has been created to facilitate dialogue between employers and the Events and Tourism team at UWE. This forum encourages discussion of how the curriculum can best be designed to meet the needs of local organisations whilst also providing students with appropriate skills and knowledge. In this respect employers have a direct input into shaping the curriculum as well as providing opportunities for work-based learning and project work.

What methods have been used in the development of this programme to evaluate and improve the quality and standards of learning? This could include consideration of stakeholder feedback from, for example current students, graduates and employers.

In addition to dialogue with industry partners (see above), and Events educators, feedback from students via their Student Representatives and in mid- and end-of-module evaluations is used to inform action plans in programme and module reports for the year ahead. External Examiner Annual Reports identify examples of good or distinctive practice and areas in need of improvement, which are taken into account by the programme and module team(s).

This 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. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website.