Programme Specification

Events Management [Frenchay]

Version: 2023-24, v1.0, 21 Jul 2023

Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Events Management [Frenchay]

Highest award: MSc Events Management

Interim award: PGCert Events Management

Interim award: PGCert Events Studies

Interim award: PGDip Events Management

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: Yes

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: FBL Dept of Business & Management, Faculty of Business & Law

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements, please see the UWE public website.

For implementation from: 01 September 2023

Programme code: N82C12

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: MSc. Events Management provides you with a research and practice informed, conceptual, and critical understanding of events management. The programme provides you with the practical skills required to strategically design, plan, market, manage and evaluate sustainable and inclusive events, and reflect on your practice.

The Contemporary Issues in Events module provides you with a conceptual and critical introduction to event studies and events professional practice. You will be able to apply some of your learning from this module within your Event Marketing, Strategic Event Creation and 21st Century Experiences modules. These authentic learning modules introduce you to event design, planning, marketing, management, and evaluation, as well as to design software such as Adobe Express and Sketchup. The modules provide you with hands on experience to develop the skills and expertise required to be a strategic, globally conscious, and reflective events practitioner who is able to lead and work effectively proactively as an individual and as part of a diverse team.

Your development as a responsible events practitioner will be enhanced through the Managing Risk in Events module which builds on the knowledge and skills you develop in Strategic Event Creation by broadening and deepening your understanding of how to manage risk within the events industry.

You will also personalise your programme of study according to your interests by choosing one of a range of optional modules.

The personalisation of your programme continues with our capstone module options. The capstone module options provide you with the opportunity to develop a business plan for an existing or new business or research an events topic of your choice.

In the Events Professional Practice module which runs throughout your programme of study, you will prepare for the work experience you are required to undertake within the events industry as well as for your future career. Your experiential learning will culminate in an action plan identifying areas for your future development with a view to the continuous professional development that is integral to the career of the purposeful, reflective, events practitioner.

Educational Aims: Develop learners' critical understanding of key concepts, theories, and current research and practice in international Events Management.

Provide learners with the opportunity to apply theory to practice, and engage in analysis, and evaluation.

Develop learners' knowledge, skills and experience to enable them to flourish as strategic, responsible, and reflective events practitioners, ensuring that graduates feel confident about embarking on their future career within the global events industry.

Programme Learning Outcomes:
On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

PO1.   Appraise key concepts, theories, current research and practice in events management.

PO2.   Apply theory to practice to strategically design, plan, market, manage, and/or evaluate events and/or events management domains/associated fields.

PO3.   Practice as globally conscious, strategic, and critically reflective events practitioners who engage in purposive lifelong learning and continuous professional development

PO4.   Work effectively as part of a diverse team adopting various roles including leadership, address any conflicts that arise and demonstrate the ability to recognise and use the contributions of individuals within team processes.

PO5.   Lead and manage a project involving the analysis and synthesis of information and/or data, and the development of an appropriate strategy to meet defined outcomes.

PO6.   Demonstrate command of the core skills of events management including time management, resourcefulness, problem-solving, digital capability, communication and interpersonal skills

Part B: Programme Structure

Year 1
Students must take 180 credits from the modules in Year 1.

Interim awards:
PGCert Events Management: students must have obtained 60 credits including UMKDX4-30-M Strategic Event Creation (30 credits).

(An alternative interim award of PGCert 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 module requirements for the PGCert Events Management).

PGDip Events Management: students must have 120 credits including UMKDX4-30-M Strategic Event Creation (30 credits).

Any student wishing to complete the PGCert Events Management as a stand-alone award should take UMKCYP-15-M Contemporary Issues in Events, UMKDX5-15-M Event Marketing and UMKDX4-30-M Strategic Event Creation.

Year 1 Compulsory Modules
Students must take 105 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMKDX7-15-M	21st Century Experiences 2023-24	15
UMKCYP-15-M	Contemporary Issues in Events 2023-24	15
UMKDX5-15-M	Event Marketing 2023-24	15
UMKCYN-15-M	Events Professional Practice 2023-24	15
UMKDM6-15-M	Managing Risk in Events 2023-24	15

UMKDX4-30-M	Strategic Event Creation 2023-24	30

Year 1 Compulsory Project Module Choice

Students must select one 60 credit project module from the modules in Compulsory Project Module Choice.

Module Code	Module Title	Credit
UMKCYM-60-M	Developing Thought Leadership in Events 2023-24	60
UMKDWX-60-M	Enterprise Project - New Business Plan 2023-24	60

Year 1 Optional Modules

Students must select one 15 credit module from the modules in Optional Modules.

Module Code	Module Title	Credit
UMKDWM-15-M	Corporate Communications 2023-24	15
UMKDWL-15-M	Customer Relationship Marketing 2023-24	15
UMKC8Q-15-M	Digital Marketing 2023-24	15
UMMDPS-15-M	International Project Management 2023-24	15
UMKDWQ-15-M	Marketing and Sustainability 2023-24	15
UMKDP8-15-M	Marketing Events and Tourism Destinations 2023-24	15
UMKDWS-15-M	Social Marketing 2023-24	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

An integrated programme of study that develops the knowledge, skills and professional attributes commensurate with working in the events industry. The programme incorporates study of a wide-range of business functions and develops a social science focus on issues of social, cultural, economic and environmental

importance. There is a considerable practical element with students undertaking work placements that challenge them to integrate theory and practice, design and stage live events, and undertake individual research. Graduates are equipped with a skillset relevant to roles in the events industry and with integrated social science and business and management understanding of the sector.

Part D: External Reference Points and Benchmarks

Benchmarking of other MSc. Events Management programmes within the UK was conducted.

The QAA Subject Benchmark Statement for undergraduate Events Management programmes was used as a reference point in the absence of a QAA level seven framework for Events Management. To benchmark against the appropriate level of the programme, the level seven QAA Subject Benchmark Statement for business programmes was used as a reference point.

The current body of knowledge on events management including the textbook Strategic Events Creation and the Events Management Body of Knowledge were also used as key reference points to inform the development of the programme.

Feedback from previous student cohorts, current students, alumni, and industry professionals also informed the redesign of the programme. UWEBic, the CBL Librarians, learning designers and technologists, Careers, and an external advisor were also consulted.

The programme was designed to reflect Strategy 2030 and the UWE Enhancement Framework.

The redesign also reflects the plans outlined in the Subject Readiness Roadmap.

Part E: Regulations

Approved to University Regulations and Procedures:
https://www.uwe.ac.uk/study/academic-information/regulations-and-procedures