Programme Specification

Business and Events Management {Foundation} [Frenchay]

Version: 2023-24, v2.0, 22 Aug 2023

Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Events Management {Foundation} [Frenchay]

Highest award: BA (Hons) Business and Events Management

Interim award: BA Business and Events Management

Interim award: DipHE Business and Events Management

Interim award: CertHE Business and Management

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: Yes

Year abroad: Yes

Sandwich year: Yes

Credit recognition: No

School responsible for the programme: CBL Bristol Business School, College of Business and Law

Contributing schools: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time, Sandwich

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

For implementation from: 01 September 2019

Programme code: NN2F00

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA(Hons) Business and Events Management programme at UWE offers students a current and integrated education covering the main disciplines and operational areas of business, with a specific focus on the knowledge and skills required for a career in events management. The curriculum aims to challenge students in their ways of thinking, learning and behaving, and issues of ethics and ethical decision-making, sustainability and global citizenship are embedded throughout. The programme actively seeks input from the external environment through, for example, guest speakers and assessments that require students to test out concepts in practice and to reflect on their own experience of organisations. In addition, all students are encouraged by the curriculum to actively pursue work experience (e.g. via placement, internship or volunteering). Student achievement is supported by a clear personal development strand of transferable skills and 'brain habits' over all three levels, which facilitate the transition into Higher Education and underpin employability and lifelong learning.

Educational Aims: The programme aims to enable students to:

Acquire a critical understanding of (event) organisations, their management and the changing external environment in which they operate, and of events as an area of academic and applied study, event planning and management, event attendees and clients, and events policy and strategy;

Be equipped with the employability attributes and skills necessary for   career in business or events management (including self-employment);

Develop an analytical and enquiring approach in the analysis of business problems so that considered and appropriate conclusions are drawn, which can be communicated effectively in a variety of forms;

Have an informed understanding of critical contemporary issues and theoretical debates, including ethics and ethical decision-making, sustainability and global citizenship;

Work with academic theory in practice; and

Develop a strong sense of self and the lifelong learning skills to make an ongoing contribution to society at large.

All students will be required to take one of a group of modules at level three which have a particular emphasis on the development of graduate attributes embedded in experiential activity which is CV enhancing and "real world", engaging students beyond the campus.

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

Knowledge and Understanding

A1.   The global business environment

A2.   The nature of markets and customers and the role of marketing

A3.   The use of accounting and the sources, uses and management of finance

A4.   The nature of organisations, work and management

A5.   The management and development of people

A6.   The management of resources and operations

A7.   The management of information systems and use of communication and information technology

A8.   Business policy and strategy

A9.   Quantitative methods for managerial applications

A10.   Business and management research

A11.   Ethics and ethical decision making; sustainability and global citizenship

A12.   Knowledge appropriate to programme subject specialism

A13.   The relevance of the disciplines of law, economics, accounting, business and management to professional life

Intellectual Skills

B1.   Gather and critically evaluate evidence and information from a range of sources

B2.   Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks

B3.   Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application

B4.   Apply these skills in a range of complex and unpredictable contexts

Subject/Professional Practice Skills

C1.   Initiate plan and carry out an event

C2.   Write management reports

C3.   Contribute effectively to group projects and deliver presentations

C4.   Select and use subject specific tools and techniques

C5.   Develop professional identity and subject expertise relevant to degree programme, i.e. Business Management and marketing

Transferable Skills and other attributes

D1.   Work effectively alone

D2.   Work effectively in groups

D3.   Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages

D4.   Extract, process and present numerical information for a given purpose

D5.   Use information technology

D6.   Manage own time and workload

D7.   Take responsibility for own learning

D8.   Reflect on own performance and respond positively to feedback

D9.   Transfer knowledge and skills across different settings

D10.   Develop a strong sense of self and the life -long learning skills to make an ongoing contribution to society at large

D11.   Develop skills related to enterprise.g. creative problem solving, analysis, evaluation of alternatives and planning

Part B: Programme Structure

Year 1
Full-time and Sandwich students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full-time and Sandwich)
Full-time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UMCUL9-30-0	Becoming a Professional 2023-24	30
UMEDKL-30-0	Economics and Accounting for the Real World 2023-24	30
UJUUL7-30-0	Introduction to Law in a Social, Business and Global Context 2023-24	30
UMCDKK-30-0	Introduction to Organisation, Enterprise and Management 2023-24	30

Year 2
Full-time and Sandwich students must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full-time and Sandwich)
Full-time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit

UMCDN4-15-1	Business Decision Making for Marketing and Events 2024-25	15
UMEDGW-15-1	Economics for Events and Marketing 2024-25	15
UMKDX3-15-1	Enterprise and Entrepreneurship 2024-25	15
UMKDN8-15-1	Events in Society 2024-25	15
UMCDMX-15-1	Introduction to Management 2024-25	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2024-25	15
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2024-25	15
UMPDVJ-15-1	Understanding the Principles of Marketing (Events) 2024-25	15

Year 3
Full-time and Sandwich students must take 120 credits from the modules in Year 3.

Year 3 Compulsory Module Choices (Full-time and Sandwich)
Full-time and Sandwich students must take:

Practical Digital Skills UMKDQU-15-2 OR Management Skills Marketing and Events UMPDM6-15-2

And

Introduction to Project Management UMMDQW-15-2 OR Financial Aspects for Marketing, Events and Tourism UMADDF-15-2

Module Code	Module Title	Credit
UMADDF-15-2	Financial Aspects for Marketing, Events & Tourism 2025-26	15

| UMMDQW-15-2 | Introduction to Event Project Management 2025-26 | 15 |

| UMPDM6-15-2 | Management Skills for Marketing and Events 2025-26 | 15 |

| UMKDQU-15-2 | Practical Digital Skills 2025-26 | 15 |

Year 3 Compulsory Modules (Full-time and Sandwich)

Full-time and Sandwich students must take 75 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2025-26	15
UMPDM3-15-2	Managing People 2025-26	15
UMKDC6-15-2	Planning and Managing Events 2025-26	15
UMCDM9-15-2	Research Methods for Marketing and Events 2025-26	15
UMKDEW-15-2	The Business of Events 2025-26	15

Year 3 Optional Modules (Full-time and Sandwich)

Full-time and Sandwich students must take 15 credits from the modules in Optional Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UMODSW-15-2	Business Ethics: The Dark Side of Work and Organisations 2025-26	15
UMSD7Q-15-2	Entrepreneurship and Small Business 2025-26	15
UMED8U-15-2	Good Business, Bad Business and Sustainability 2025-26	15

UMKD6M-15-2	Integrated Marketing Communications 2025-26	15

Year 4
Full-time students must take 120 credits from the modules in Year 4.
Sandwich students must take 15 credits from the modules in Year 4.

Placement or Study Year Abroad:
Students taking the 5 year Sandwich (SW) route must choose and pass one of the following options:

Placement (a minimum of 40 weeks in employment). Students must select a final year Work-based Enquiry Project topic relevant to their degree specialism.

Study Year Abroad, which consists of two semesters of study (a minimum of 36 weeks at a partner institution abroad). Students must select a final year Critical Business Enquiry Project topic relevant to their degree specialism.

Whilst on Placement or Study Year Abroad students complete a 15 credit Level 3 module to assess the learning and skills acquired during this time:
Placement Learning (UMCD9N-15-3); or
Learning and Development on Study Year Abroad (UMCD9Y-15-3).

To be eligible for either the Placement or SYA students would normally be expected to have passed a minimum of 330 credits.

Year 4 Compulsory Modules (Full-time)
Full-time students must take 60 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UMKDBP-15-3	Contemporary Issues in Events 2026-27	15
UMKDR5-15-3	Specialised Event Practice 2026-27	15
UMKDC7-15-3	Staging and Evaluating Events 2026-27	15
UMSD7T-15-3	Strategic Management 2026-27	15

Year 4 Compulsory Modules (Sandwich)
Sandwich students must choose one of the following modules:

Module Code	Module Title	Credit
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2026-27	15
UMCDN5-15-3	Placement Learning 2026-27	15

Year 4 Compulsory Project Modules (Full-time)

Full-time students must take 30 credits from the modules in Compulsory Project Modules (Full-time).

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2026-27	30
UMCDFS-30-3	Business Project 2026-27	30
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30
UMCD9Q-30-3	Enterprise Project 2026-27	30

Year 4 Optional Modules (Full-time)

Full-time students must select 30 credits from the modules in Optional Modules (Full-time).

Module Code	Module Title	Credit
UMKDR7-15-3	Corporate Events 2026-27	15
UMCDKD-15-3	Cross Cultural Learning and Development 2026-27	15
UMKDQX-15-3	Digital Marketing Strategy 2026-27	15
UMSD84-15-3	Entrepreneurship - Ideas and Practices 2026-27	15
UMKDR9-15-3	Managing Tourism Experiences 2026-27	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2026-27	15

UMKD6R-15-3	Marketing Services and the Customer Experience 2026-27	15
UMOD6F-15-3	Organisational Leadership 2026-27	15
UMMD7P-15-3	Project Management 2026-27	15
UMKDT6-15-3	Work Integrated Learning (Marketing & Events) 2026-27	15

Year 5
Sandwich students must take 105 credits from the modules in Year 5.

Year 5 Compulsory Modules (Sandwich)
Sandwich students must take 60 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMKDBP-15-3	Contemporary Issues in Events 2027-28	15
UMKDR5-15-3	Specialised Event Practice 2027-28	15
UMKDC7-15-3	Staging and Evaluating Events 2027-28	15
UMSD7T-15-3	Strategic Management 2027-28	15

Year 5 Compulsory Project Modules (Sandwich)
Sandwich students must take 30 credits from the modules in Compulsory Project Modules (Sandwich).

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2027-28	30
UMCDFS-30-3	Business Project 2027-28	30
UMCD9W-30-3	Critical Business Enquiry Project 2027-28	30
UMCD9Q-30-3	Enterprise Project 2027-28	30

Year 5 Optional Modules (Sandwich)
Sandwich students must select 15 credits from the modules in Optional Modules (Sandwich).

Module Code	Module Title	Credit
UMKDR7-15-3	Corporate Events 2027-28	15
UMKDQX-15-3	Digital Marketing Strategy 2027-28	15
UMSD84-15-3	Entrepreneurship - Ideas and Practices 2027-28	15
UMKDR9-15-3	Managing Tourism Experiences 2027-28	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2027-28	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2027-28	15
UMOD6F-15-3	Organisational Leadership 2027-28	15
UMMD7P-15-3	Project Management 2027-28	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

Graduates will have studied various business disciplines, as well as event contexts, events planning and management, pervasive issues and project work (involving the staging and evaluation of a live event). In addition, they will have undertaken portfolio work, simulation games, site visits and (nonresidential) field trips, and possibly a placement or study year abroad and additional professional qualifications (e.g. CIM, ILM). They will be in possession of intellectual and transferable skills, the sum of which makes them suitable for a range of graduate employment positions, and subject, professional and practical skills that make them ideal for employment in the events industry (or the tourism industries more generally).

Part D: External Reference Points and Benchmarks

The learning outcomes of the programme map against the QAA Subject Benchmark Statements for General Business and Management (revised February 2007) and Hospitality, Leisure, Sport and Tourism (revised May 2008), and the following University strategies and policies:

The University's Vision and Mission

UWE Bristol Strategy 2020

UWE Charter

Faculty (Business and Law) strategies and policies:

Blended Learning Framework

Curriculum Principles

Employability Strategy

FBL Learning, Teaching and Assessment (LTA) Strategy

Enterprise and Entrepreneusrship Strategy

Staff research projects. Wherever possible, members of staff are encouraged to utilise their research – and that of colleagues – to inform their teaching, both in terms of content and pedagogic approach.

Employer interaction and feedback. A forum of local tourism and events organisations has been created to facilitate dialogue between employers and the Tourism and Events team at UWE. This forum encourages discussion of how curriculum can best be designed to meet the needs of local organisations whilst also providing students with appropriate skills and knowledge sought in graduates. In this respect employers have a direct input into shaping the curriculum, as well as

providing opportunities for work-based learning and project work.

EMBOK (Event Management Body of Knowledge), url: http://embok.org/

Part E: Regulations

Approved to University Regulations and Procedures

Where students are studying an accelerated version of the programme an approved variant to University Academic Regulations and Procedure will allow students to study more than 160 credits in any one academic year.