Module Specification

Professional Skills : Events Research and Practice

Version: 2026-27, v2.0, Approved

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Part 1: Information

Module title: Professional Skills : Events Research and Practice

Module code: UMKT6T-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module develops the “professional practice” strand for the Business and Events Management programme, focussing on the development of skills in events research and practice.

Features: Not applicable

Educational aims: Building on the related “professional practice” module at Level 4, students apply and develop professional competencies. They practice the

development of areas of specialism and identify potential career options.

Through reflective practice and collaborative working, students develop the ability to analyse and develop their own professional skills, and to set and monitor progress towards enhance goals that take account of future options.

The module also enables students to scope, design, and carry out a small-scale research project appropriate to a practice-based events context. It will allow them to communicate findings in the manner most appropriate to the audience and sector.

Outline syllabus: Students will continue to develop their professional practice through exploration of self-management and reflection, working with others, wellbeing and resilience, social development and networking and related topics. Given that this module focuses on the development of self-awareness and professional competencies, it is recognised that learning is necessarily “spiral” in nature, and so the syllabus builds on Level 4.

Syllabus will also include (but not be limited to):
Identifying and understanding the organisational enquiry methods that are most appropriate in a practice-based events context
Identifying a real-world problem within an events context
Scoping, designing, and delivering a small-scale project that aims to address the problem (this includes applying the principles of qualitative and or quantitative enquiry, data collection techniques, data analysis methods and interpretation)
Using findings to develop recommendations for practice
Communicating findings in a manner that is most appropriate to the audience and sector
Understanding and application of the ethics of organisational enquiry.

Part 3: Teaching and learning methods

Teaching and learning methods: Students will continue develop their professional practice by working within the “Mentor Group” that was established in Level 4,

meeting within 1-hour seminars every week, supported by a “Group Mentor” who will, in addition, provide Personal Tutor to individual members of the Mentor Group.

Weekly 1-hour tutorials will introduce the range of organisational enquiry methods that are currently used in events practice, as well as how to apply these to a real-world problem via a small-scale ethically sound project.

Weekly 1-hour practice tutorials and fieldwork sessions which will support students with scoping the project, creating an appropriate research design, carrying out the data collection and analysis, communicating the findings, and making recommendations for practice.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Analyse, develop and apply own skills and attributes in relation to self-management, collaborative working, and the communication of own and others’ ideas.

MO2 Effectively analyse personal practice and set enhanced learning and development plans, taking account of an informed analysis of future options

MO3 Demonstrate understanding of the current methods, principles, and ethics of practice in Events Management enquiry

MO4 Apply and analyse the current methods of enquiry in a practice-based Events Management context

MO5 Evaluate the appropriateness of different approaches to solving problems in Events Management enquiry

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Staff-guided learning = 72 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: The assessment strategy includes a Professional Practice Portfolio (40%) which builds on their Level 4 Portfolio and captures evidence of engagement in and reflection on personal and professional development during Level 5 including increasing ability to manage self and work collaboratively.

Students will also work in groups to agree a small, defined research proposal that will be signed off by staff (including ethical approval) before the group conduct the research within an organisation that they previously identified and negotiated access with. Following formative feedback on the proposals, and ongoing formative feedback on the data collection and analysis, students will complete a written consultancy-style report with recommendations for practice (60%).

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Portfolio (First Sit)
Description: Portfolio requires students to use a mix of formats (text, media etc.)
Weighting: 40 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2

Written Assignment (First Sit)
Description: Groups will present the findings and recommendations in a consultancy-style report (2500 words)
Weighting: 60 %
Final assessment: Yes

Group work: Yes
Learning outcomes tested: MO3, MO4, MO5

Portfolio (Resit)
Description: Portfolio requires students to use a mix of formats (text, media etc.)
Weighting: 40 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2

Written Assignment (Resit)
Description: Groups will present the findings and recommendations in a consultancy-style report (2500 words)
Weighting: 60 %
Final assessment: Yes
Group work: Yes
Learning outcomes tested: MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Events Management [Phenikaa] BA (Hons) 2025-26

Business and Events Management [Frenchay] BA (Hons) 2025-26