



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	Frenchay Campus
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Business and Law
Department responsible for programme	Business and Management
Professional Statutory or Regulatory Body Links	
Highest Award Title	MSc Events Management
Default Award Title	N/A
Interim Award Titles	PG Dip Events Management PG Cert Events Management
UWE Progression Route	
Mode of Delivery	FT, PT
ISIS code/s	N82012
For implementation from	September 2018

Part 2: Description

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.

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)

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.

Regulations

Approved to [University Regulations and Procedures](#)

Part 3: Learning Outcomes of the Programme

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	UMKDP8-15-M	UMKCQT-15-M	UMKDBM-15-M	UMKCYT-15-M	UMOCB6-15-M	UMKCYN-15-M	UMKCYM-60-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.		√	√	√		√	√	√
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.	√	√					√	√

Part 3: Learning Outcomes of the Programme								
(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: Programme Structure

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 Meeting Customer Needs UMKCQT-15-M Events & Festivals: Planning & Management UMKDBM-15-M Marketing Events and Tourism Destinations UMKDP8-15-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	<i>One option should be selected up to a maximum value of 15 credits from the list of approved modules, below.</i> Digital Marketing UMKC8Q-15-M Customer Relationship Management UMKC8M-15-M Project Management UMMC9V-15-M Managing Finance UMAD47-15-M	<ul style="list-style-type: none"> PG Certificate Events Management 60 credits from the compulsory modules (excluding Dissertation) (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.) <ul style="list-style-type: none"> PG Diploma Events Management 120 credits including Events & Festivals: Planning & Management (UMKDBM-15-M) and Staging & Evaluation of Events (UMKCYT-15-M) Target Award: <ul style="list-style-type: none"> 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**.

	Semester 1	Semester 2
Year 1	UMKDBM-15-M Events and Festivals: Planning and Management UMKCQT-15-M Meeting Customer Needs	UMOCB6-15-M Leadership UMKCYT-15-M Staging and Evaluation of Events
Year 2	UMKCYP-15-M Critical Issues in Tourism and Events Management UMKCYN-15-M Work-Based Learning in Events and Tourism	UMKDP8-15-M Marketing Events and Tourism Destinations 1 x Option Module (15 Credits)
Year 3	UMKCYM-60-M Dissertation (Events and Tourism)	

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) and Events & Festivals: Planning & Management (UMKCYN-15-M) in Teaching Block 1, before completing the Staging & Evaluation of Events (UMKCYT-15-M) and Marketing Events and Tourism Destinations (UMKDP8-15-M) modules 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 Events Management.

Part 5: 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 6: Reference Points and Benchmarks

Set out which reference points and benchmarks have been used in the design of the programme:

[QAA UK Quality Code for HE](#)

- Framework for higher education qualifications (FHEQ)
- Subject benchmark statements – [Events, Hospitality, Leisure, Sport and Tourism](#) and [Master's Degree in Business and Management](#)
- Qualification characteristics for [Master's degrees](#)

Part 6: Reference Points and Benchmarks

[Strategy 2020](#)

[University policies](#)

Staff research projects

Occupational standards – [Events Management and Temporary Structures](#)

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First CAP Approval Date	14/02/2011 CAP			
Revision ASCQ Approval Date <i>Update this row each time a change goes to ASQC</i>	31 May 2018	Version	3	link to RIA
Next Periodic Curriculum Review due date	2018			
Date of last Periodic Curriculum Review	NA			