



## SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Highest Award	MSc Events Management
Interim Award	PGCert Events Management
Interim Award	PGCert Events Studies
Interim Award	PGDip Events Management
Awarding Institution	UWE Bristol
Teaching Institution	UWE Bristol
Delivery Location	Frenchay Campus
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year X Credit Recognition X Year Abroad X
Faculty Responsible For Programme	Faculty of Business & Law
Department Responsible For Programme	FBL Dept of Business & Management
Apprenticeships	
Mode of Delivery	Part-time
<b>ENTRY REQUIREMENTS</b>	UCAS Tariff Points:  For the current entry requirements see the UWE public website.
<b>For Implementation From</b>	1 Sep 2019
<b>ISIS Code/s</b>	Programme Code N82012-SEP-PT-FR-N82012  Other codes: JACS Event management HECoS 100000: Undefined UCAS SLC

**SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES****PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES****1. (Programme) Overview (c. 400 words)**

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.

**2. Educational Aims (c. 4-6 aims)**

The specific aims of the programme are:

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.

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.

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.

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.

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

**3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)****Programme (Learning) Outcomes (POs)****Knowledge and Understanding**

- A1 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
- A2 To demonstrate appreciation of the economic, social and cultural significance of local, regional and international events
- A3 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
- A4 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
- A5 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

**Intellectual Skills**

- B1 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
- B2 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
- B3 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
- B4 To interpret and use organisational information and knowledge effectively and appropriately
- B5 To demonstrate self-direction and the ability to act autonomously in planning, organising and undertaking complex tasks

**Subject/Professional Practice Skills**

- C1 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
- C2 To plan for and critically evaluate different types of event and event experience
- C3 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
- C4 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

**Transferable Skills and other attributes**

- D1 To communicate and present complex material effectively
- D2 To initiate and organise effectively the research process, applying relevant techniques
- D3 To continue to learn through reflection on practice and experience
- D4 To exhibit sensitivity to diversity in people, and an ability to work with people in different situations
- D5 To manage their time effectively

**PART B: Programme Structure****1. Structure****Year 1**

PG Certificate Events Management: Students must have 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.)

PG Diploma Events Management: Students must have 120 credits including Events and Festivals: Planning and Management (UMKDBM-15- M) and Staging and Evaluation of Events (UMKCYT-15-M).

Any student wishing to complete the PG Cert Events Management as a stand-alone award should take the modules Critical Issues in Tourism and Events Management (UMKCYP-15-M) and Events and Festivals: Planning and Management (UMKCYN-15-M) in Teaching Block 1, before completing the Staging and 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.

**Year 1 Compulsory Modules**

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UMKDBM-15-M	Events and Festivals: Planning and Management 2019-20	15	Compulsory
UMOCB6-15-M	Leadership 2019-20	15	Compulsory
UMKCQT-15-M	Meeting Customer Needs 2019-20	15	Compulsory
UMKCYT-15-M	Staging and Evaluation of Events 2019-20	15	Compulsory

**Year 2****Year 2 Compulsory Modules**

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UMKCYP-15-M	Critical Issues in Tourism and Events Management 2020-21	15	Compulsory
UMKDP8-15-M	Marketing Events and Tourism Destinations 2020-21	15	Compulsory
UMKCYN-15-M	Work-Based Learning in Events and Tourism 2020-21	15	Compulsory

**Year 2 Optional Modules**

Students may choose one option from the following list below.

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UMKC8M-15-M	Customer Relationship Management 2020-21	15	Optional
UMKC8Q-15-M	Digital Marketing 2020-21	15	Optional
UMMDPS-15-M	International Project Management 2020-21	15	Optional
UMAD47-15-M	Managing Finance 2020-21	15	Optional

**Year 3****Year 3 Compulsory Modules**

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UMKCYM-60-M	Dissertation (Events and Tourism) 2021-22	60	Compulsory

**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**

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.

Strategy 2020

University policies

Staff research projects

Occupational standards – Events Management and Temporary Structures

**PART E: REGULATIONS**

Approved to University Regulations and Procedures