ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	University of the West of England
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Faculty of Business and Law
Department responsible for programme	Business and Management
Professional Statutory or Regulatory Body Links	
Highest Award Title	BA (Hons) Business and Events Management
Default Award Title	
Interim Award Titles	BA Business and Events Management DipHE Business and Events Management CertHE Business and Management
UWE Progression Route	
Mode of Delivery	SW, FT
ISIS code/s	**NN21** NN21 (SW) NN2113 (FT)
For implementation from	September 2020

Part 2: Educational Aims of the Programme
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.   The programme aims to enable students to:

Part 2: Educational Aims of the Programme

- 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 a 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. This group of modules includes the sandwich placement module and the study year abroad module.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

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 (non-residential) 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).

Learning Outcomes:	UMCDMX-15-1	UMADDN-15-1	UMEDGW-15-1	UMKDN8-15-1	UMCDN4-15-1	UMCDMT-15-1	UMODDP-15-1	UMKDDE-15-1	UMPDM3-15-2	UMADDF-15-2	UMKDC6-15-2	UMKDEW-15-2	UMKDQD-15-2	UMCDM9-15-2	UMKDQU-15-2	UMMDQW-15-2	UMCDMB-15-2	UMKDC7-15-3	UMSDDJ-15-3	UMKDBP-15-3	UMKDR5-15-3	Projects
A) Knowledge and understanding of:																						
1. The global business environment			x									x										
2. The nature of markets and customers and the role of marketing.		x	x	x				x		x								x				
3. The use of accounting and the sources, uses and management of finance.		x								x												
4. The nature of organisations, work and management.	x				x	x										x		x				
5. The management and development of people								x		x						x						
6. The management of resources and operations	x										x	x			x							
7. The management of information systems and use of communication and information technology				x				x	x			x		x	x							
8. Business policy and strategy	x				x							x										
9. Quantitative methods for managerial applications.					x																	
10. Business and management research	x			x	x									x			x	x				x
11. Ethics & ethical decision making; sustainability & global citizenship			x					x			x	x		x			x					x
12. Knowledge appropriate to programme subject specialism	x		x					x			x	x			x	x		x	x	x		
13. The relevance of the disciplines of law, economics, accounting, business and management to professional life																						
(B) Intellectual Skills																						
1. Gather and critically evaluate evidence and information from a range of sources.	x	x	x	X	x	x	x	x	x	x	x	x		x	X			x	x	x	x	x
2. Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks.	x	x	x	X	x	x	x	x	x	x	x	x		x		X		x	x	x	x	x
3. Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application.	x	x	x	X	x	x	x	x	x	x	x	x		x		X		x	x	x	x	x
4. Apply these skills in a range of complex and unpredictable contexts.	x	x	x	X	x	x	x	x	x	x	x	x		x		X		x	x	x	x	x

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Learning Outcomes	UMCDMX-15-1	UMADDN-15-1	UMEDGW-15-1	UMKDN8-15-1	UMCDN4-15-1	UMCDMT-15-1	UMODDP-15-1	UMKDDE-15-1	UMPDM3-15-2	UMADDF-15-2	UMKDC6-15-2	UMMDEW-15-2	UMKDQD-15-2	UMCDM9-15-2	UMKDQU-15-2	UMMDQW-15-2	UMCDMB-15-2	UMKDC7-15-3	UMSDDJ-15-3	UMKDBP-15-3	UMKDR5-15-3	Projects
(C) Subject/Professional/Practical Skills																						
1. Initiate plan and carry out an event				X										x		X	x	x				x
2. Write management reports	x	x	x	X		x	x		x	X	x					x	x				X	x
3. Contribute effectively to group projects and deliver presentations		x	x	X		x	x	x		x	x	x		x	X			x		x	X	
4. Select and use subject specific tools and techniques		x	x		x			x			x				X	X				x	X	
5. Develop professional identity and subject expertise relevant to degree programme, i.e. Business Management and marketing	x			x				x			x	x			X	X				x	X	
(D) Transferable skills and other attributes																						
1. Work effectively alone.	x	x	x	x	x	x	x	x	x	x	x	x		x	X	X	x	x	x	x	X	X
2. Work effectively in groups.	x	x	X	x	x	X	X	X	x	x	X	x		x	X			x	x	X	X	x
3. Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages.	x	x	x	x	x	x	x	x	x	x	x	x		x	X			x	x	x	X	X
4. Extract, process and present numerical information for a given purpose.	x	X	x	x	X	x	x	x	x	X	x	x		x				x	x			x
5. Use information technology.	x	x	x	x	x	x	x	x	x	x	x	x		x	x	X	x	x	x	x	x	x
6. Manage own time and workload	x	x	x	x	x	x	x	x	x	x	x	x		x	x	X	x	x	x	x	X	X
7. Take responsibility for own learning.	x	x	x	x	x	x	x	x	x	x	x	x		x	x			x	x	x	X	X
8. Reflect on own performance and respond positively to feedback.	x	x	x	x	x	x	x	x	x	x	x	x		x				x	x	x	X	X
9. Transfer knowledge and skills across different settings.	x	x	x	x	x	x	x	x	x	x	x	x		x	X	X	x	x	x	x	x	x
10. Develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large.	X	x	x	x	x	X	x	x	x	x	x	x		x		x	X	x	x	x	x	x
11. Develop skills related to enterprise.g. creative problem solving, analysis, evaluation of alternatives and planning						x									X							X

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

At UWE Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of a full-time undergraduate programme. This contact time encompasses a range of face-to-face activities, as described below. In addition various other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA (Hons) Business and Events Management programme teaching is a mix of scheduled, independent and placement learning:

Scheduled learning includes lectures, seminars/workshops, 'lectorials' (a mix of lecture and seminar), 'webinars' (synchronous online seminars), group project supervision and individual supervision, some of which may also be facilitated in an online environment. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning includes hours engaged with essential reading, preparation for classes, reviewing lecture content, case study preparation, assignment preparation and completion, exam revision, etc. Scheduled sessions may vary slightly depending on the module choices made.

Placement learning. For students on the sandwich programme this is either:
- Placement option – a minimum of 40 weeks in employment; or
- Study Year Abroad option – two semesters of study (a minimum of 36 weeks at a partner institution abroad).

Description of any Distinctive Features

The overarching aim of the Faculty's Learning Teaching and Assessment (LTA) Strategy is 'to maximise student achievement (both in relation to award classification and to employability) and student satisfaction whilst maintaining appropriately rigorous academic standards and supporting the university's vision of becoming an inclusive and welcoming learning community, actively engaged with global society and based on values of mutual respect, critical engagement and self-awareness'.

The supporting objectives of the strategy are the:
- further development of intellectually vibrant, highly reflective, mutually respectful and diverse student and staff learning communities within the Faculty;
- increase in the use of links with the world external to UWE (including professional accreditation where possible) to inform curriculum design and delivery and provide lifelong learning opportunities;
- provision of an effective, efficient and supportive infrastructure for learning (organisation and management of programmes, student advice, communication with students etc);
- appropriate design and flexible delivery of curricula which provide an intellectually stimulating learning experience enabling students to develop as highly employable and internationally aware lifelong learners;
- provision of effective support for students making the transition to learning at UWE;
- provision of effective and ongoing developmental support for all staff; and
- use of effective strategies for assessment for learning.

Specifically, the programme builds on the University's established teaching and research expertise in tourism and events studies/management, and links with event organisations and venues in Southwest England, thus offering considerable potential for research-informed and experiential learning.

Curriculum Design Content and Organization

The programme is delivered within the Faculty of Business and Law Undergraduate Scheme, which allows credit accumulation and flexibility in the student learning process.

The programme is structured on the basis of 15-credit semesterised modules. Each semester consists

Part 4: Student Learning and Student Support

of a 12 week teaching block following by a period of assessment.

The programme utilises a Level 1 with learning objectives common across a number of other Business School programmes, which allows students the maximum flexibility to transfer in or out of this programme and to pursue the course of study that is most appropriate to their emergent subject and/or professional interests.

The programme is organised within and between each of the levels, where it is designed to provide a coherent set of modules at each level and to allow students to develop and progress through each level; in relation to knowledge and understanding, cognitive, subject-specific and study skills.

Level One of the programme comprises an introduction to organisations, their management and the external environment in which they operate, together with a module focusing on the economic and social significance of events, event experiences and the consequences and legacies of planned events (alongside tourism as a closely related field of study). During this time, students develop the intellectual and practical skills associated with making the transition from studying at school or college to studying at university.

At Level Two the emphasis is on managing people, finance, and events, and on developing students' research skills and capacity for innovation and creativity.

Level Three enables students to engage with a variety of contemporary issues in event studies, and to work in teams and individually on delivering and evaluating an event. Additional core and option modules allow for strategic thinking and a degree of specialisation in areas of interest and relevance to students' career aspirations. Level Three is designed to integrate the academic knowledge gained in the first two levels of study to enable students to gain a deep understanding of the inter-disciplinary nature of business and also to allow them to focus on marketing topics that are of universal importance. Integration is in part achieved through the choice of Level 3 project, which range from a more traditional dissertation project in the Critical Business Enquiry Project; to an applied Work-based Enquiry Project (based on Placement or concurrent work experience); to a new business launch or creating a business case project in the Enterprise Project. In addition students have a choice of six optional modules, which focus on specific areas of interest, pervasive and contemporary issues, including Interactive & Digital Marketing, Social Marketing and Global Marketing. These optional modules allow level three students to develop a deep understanding of the areas of business in which they have a specialist interest.

Teaching, Learning and Assessment

The teaching, learning and assessment strategy of the Faculty encourages students to assume responsibility for many aspects of their learning and staff to take responsibility for facilitating that learning. The balance of student and staff responsibility varies according to individual student profiles, academic level and the nature of the learning outcomes the students are expected to meet. Ultimately, the aim of this programme is to enable students to progress to a high level of autonomy in their learning and to view that learning as an ongoing process over which they have some control, about which they are able to make active choices, and which they are free to challenge.

To achieve this, an appropriate blend of learning approaches and opportunities has been integrated throughout the programme with an overall emphasis on active student participation. The Faculty 'blend' consists of face-to-face learning in large and small groups (lectures and seminars/workshops) supported by online learning on Blackboard, together with exposure to real-world examples through case studies, occasional field trips and external visits, and guest practitioner speakers. There is a significant requirement for students to work independently throughout the programme – both individually and in groups – with the level of this independence increasing as the student moves from Level One to Level Three.

Included within the programme is a clear personal development strand of transferable skills and 'brain habits' of the sort which facilitate the transition into HE and underpin employability and lifelong learning. These personal and academic 'literacies' – study, research and employability skills – are developed at all levels of the programme through the 15 credit modules thus:

Part 4: Student Learning and Student Support

	Personal and Professional (Employability) Strand	Enquiry Strand (Research and Academic Skills development)
Level 1	Events in Society, Introduction to Management	Introduction to Management
Level 2	Managing People and Management Skills	Research Methods for Business and Research Project
Level 3	Contemporary Issues in Events*	Critical Business Enquiry Project

* 'capstone' module

Whilst the modules provide the focus for skills development, subject specific, professional and transferable skills are further developed throughout the programme and in more depth in identified modules

The teaching and learning methods used in the programme intend to challenge the existing perspectives of the students and encourage creative thinking. Thus many of the approaches used, including those that are case study based, set concepts and problems in a wide range of contexts to add depth and complexity and to ensure an applied focus.

Teaching is based on research literature, professional experience and significant use of debate and discussion. Through didactic pedagogy students are challenged to defend their thinking. A final year project allows students to obtain valuable experience of staging a real event. A final year 'capstone' module requires students to integrate learning from the total programme and to reflect on how this prepares them for a future in complex and changing organisations (viz. Contemporary Issues in Tourism and Events).

All sandwich students are required to undertake a work placement of a minimum of 40 weeks and this provides a context in which students can reassess themselves and confront the challenges of carrying out a role in an organisation, whilst knowing that they will have the opportunity to be supported if there is a problem and that they will be returning to the programme for a further period of reflection and learning after the placement is completed.

In addition to placements there are opportunities to study abroad in a number of partner institutions that are able to offer relevant courses in English. Students are allocated to these places through a competitive process.

During the Placement or Study Year Abroad students complete one 15 credit Level 3 module.

Assessment is an integral part of the teaching and learning process. Students are exposed to a variety of assessment methods that test their ability to integrate theory and practice and which promote the growth of their lifelong learning skills. Assessment feedback helps students to ascertain their learning strengths and weaknesses and continuing development needs.

Assessments are designed to facilitate a progression through differing levels of complexity at each level of study:
- At Level 1, a sound knowledge of the basic concepts of a subject.
- At Level 2, a sound understanding of the principles of the field of study and the ability to apply these principles more widely.
- At Level 3, an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline.

The Faculty supports the University's current Academic Regulations and Procedures, and its requirement for controlled conditions to apply to part of the assessment of every module. Forms of assessment commonly used under controlled and non-controlled conditions are: invigilated timed assignments, including examinations; presentations; in-class tests; self and peer assessments; individual and group projects, and supervised mini-projects; dissertations; personal development portfolios; and employer and self-assessments of the placement.

Part 4: Student Learning and Student Support

Learning Resources

All modules make use of Blackboard for web-enhanced delivery, to at least the recommended minimum standard, and for communications with students. All modules have teaching/learning resource booklets, and most have set texts in accordance with the University's Reading Strategy. Additional support is provided through the library and an extensive student computing network.

Students are directed towards the University online Study Skills resources for the development of skills appropriate to the level and style of each module. Students will be directed on how the resources on this site should be used to develop the skills that will underpin their studies, in module handbooks and/or via Blackboard.

Student learning is fully supported by UWE Library Services through extensive print and electronic resources and a variety of learning spaces. Additional support is provided through the library by means of information and academic skills sessions and self-directed online tutorials available via the University Study Skills website, supported by the online library enquiry service. There is excellent access to electronic resources both on and off campus, facilitated by the extensive student computing network and Wi-Fi.

Student Support and Guidance

Student support for all issues relating to the content, delivery and assessment of modules is provided by Module Leaders and, for more general academic and professional concerns, by Programme Managers. In addition, students can seek support from a Faculty Learning Support tutor to address specific study skills issues.

At each level students are supported by Personal Academic Tutors, where the role is primarily about being a first point of contact with concern for their well-being and progress. The aim is to help students in the achievement of their academic and employability goals. This is an academic role, and where students have problems of a personal nature they are to be referred as appropriate to UWE Student Services' Student Advisors and to UWE Careers regarding employability issues.

These Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, extenuating circumstances procedures, progression counseling, personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on (including, where relevant, how to access the wider support provided by the University). This service is supported by extensive online resources.

UWE Careers provides extensive support for students in preparation for – as well as throughout – their placement period, and acts as a recruitment service for employers.

Students and graduates are also supported by UWE Careers who help them to access skills, experience and knowledge to improve their employability prospects. The service provides high quality and professional advice and guidance focusing on enabling them to take control of and responsibility for their own career planning and progression/development. They can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter-facing services including advertising graduate job vacancies, work experience and volunteering opportunities, and running both undergraduate and graduate internship schemes. There are also part time jobs advertised by the Student Union Jobshop. There is specialist support for international students including specific resources developed for a range of countries where students are recruited from. Students are introduced to the service at the start of the course and are encouraged to use the service throughout their undergraduate programme, and for three years after graduation.

All students take part in an Induction programme at the start of their studies, supported by an online social networking site. Separate induction events are arranged for students who arrive as direct entrants at Levels Two or Three (e.g. international, Erasmus and UWE Federation students).

All new students are provided with a short Student Handbook to help them through their first weeks at university, and to act a guide to the complex information environment in which they now find

Part 4: Student Learning and Student Support

themselves. The Faculty 'Current Student' web pages provide access to the more detailed and up-to-date information covering all aspects of academic and administrative procedures and support. These pages link closely to the student portal, myUWE and to the Student Services web pages, and act as a comprehensive 'faculty handbook'.

An important part of the programme is the involvement of students in matters relating to the student experience. Two or three student representatives are selected from each level of the programme to serve on the Student Representatives and Staff Forum (SRSF). These are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. Issues raised are discussed in an inclusive and friendly atmosphere so that students feel able to contribute openly and honestly about their experiences. Any issues raised are taken forward for action by Programme Managers. Where appropriate, they may be discussed at Departmental Committees or Faculty Academic Standards and Quality Committee.

Support to students with disabilities is offered both at the faculty level under the remit of the Leader of WP, Disability and Schools Liaison, and centrally through the University's Disability Resource Centre. This acts as a holistic service for disabled students and applicants to the University, but also supports the academic and administrative staff who work with disabled students.

In addition to the above, UWE Student Services offers a range of services to support students during their time at university and beyond, including:
- the University Health Centre, and general advice on 'Staying Healthy';
- careers and employability – advice on choosing a career, and finding student and graduate vacancies;
- UWE volunteering – opportunities for students to get involved in the local community through the Community Volunteer Programme;
- Student Advisors and Counseling, for anything from exam stress to homesickness and depression;
- the Living Centre, for support with faith and spiritual matters;
- Global student support, to help international students to make the most of living and studying in the UK;
- managing disability and dyslexia, to get help with all disability-related support needs; and
- money and visas, for financial checkups or help with UK visa requirements.

Part 5: Assessment

A: 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.

Assessment Strategy

All modules use a range of learning approaches including lectures, seminars, workshops, group work, case studies and exercises. Throughout, the learner is encouraged to undertake independent reading both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.

Assessment of transferable skills is accomplished through a range of methods which include written individual and group coursework, peer assessment, employer assessment, self-assessment, tests, presentations, examinations and dissertations.

Part 6: Programme Structure   BA (Hons) Business and Events Management

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
	Year 1	UMCDMX-15-1 Introduction to Management UMEDGW-15-1 Economics for Events and Marketing UMADDN-15-1 Understanding Business and Financial Information (Marketing, Events and Tourism) UMKDDE-15-1 Understanding the Principles of Marketing (Marketing, Events and Tourism) UMCDN4-15-1 Business Decision Making for Marketing and Events UMCDMT-15-1 Enterprise and Entrepreneurship UMKDN8-15-1 Events in Society UMODDP-15-1 Understanding Organisations and People (Marketing, Events and Tourism)	None	CertHE Business and Management *Credit requirements:* 120 credits at the appropriate level.

	Compulsory Modules	Optional Modules	Interim Awards
Year 2	UMPDM3-15-2 Managing People UMPDM6-15-2 Management Skills (Marketing and Events) OR UMKDQU-15-2 Practical Digital Skills UMCDM9-15-2 Research Methods for Events and Marketing UMKDC6-15-2 Planning and Managing Events UMCDMB-15-2 Introductory Research Project (Marketing and Events) UMKDEW-15-2 The Business of Events UMADDF-15-2 Financial Aspects for Marketing, Events and Tourism OR UMMDQW-15-2 Introduction to Project Management	*One option should be selected up to a maximum value of 15 credits from the list of approved BBS and UWE modules, below.* (subject to availability) Good Business, Bad Business and Sustainability UMED8U-15-2 Marketing Planning and Practice UMKDQD-15-2 UMSD7Q-15-2 Entrepreneurship and Small Business *Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year.*	DipHE Business and Events Management *Credit requirements:* 240 credits at the appropriate level.

Placement or Study Year Abroad (SYA)
Students on the sandwich route of the programme (SW) must choose and pass one of the following options both of which aim to enable students to contextualise their academic learning in an applied business and/or cultural context:

1. Work Placement: a significant period of paid employment or self-employment normally in the field relevant to the specialism of the degree.

   During this time students must complete the 15 credit level 3 module, Placement Learning, UMCDN5-15-3. This module assesses the student's personal development, from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry relevant to the specialism of the degree.

2. Study Year Abroad, which consists of two semesters of study at a partner institution abroad.

   During this time students must complete the 15 credit level 3 module, Learning and Development on Study Year Abroad (UMCD9Y-15-3). This modules assesses assess the student's personal development from the experience of SYA and their ability to evidence cross-cultural awareness and analysis of the country in which they have been studying.
   In addition, whilst at the partner institution students must have studied and

	attempted assessments in modules totalling 60 ECTS, of which 50-55 ECTS should be in modules related to their programme of study at UWE with a further 5-10 ECTS in the language of the host country. If the advent of failing any modules students must be able to demonstrate engagement i.e. that they have attended classes and sat the exams.		
	To be eligible for either Placement or SYA students would normally be expected to have passed a minimum of 210 credits		
	Compulsory Modules	Optional Modules	Interim Awards
Year 3	UMCD9W-30-3 Critical Business Enquiry Project OR UMCD9Q-30-3Enterprise Project OR UMCDHU-30-3 Applied Business Project OR UMCDFS-30-3 Business Project *(Direct Entrants only)* UMKDR5-15-3 Specialised Events Practice UMKDBP-15-3 Contemporary Issues in Events UMSDDJ-15-3 Strategic Management (Marketing Events and Tourism) UMKDC7-15-3 Staging and Evaluating Events PLUS one from: UMCDKM-15-3 Work Integrated Learning OR UMCDKD-15-3 Cross Cultural Learning and Development OR UMCDN5-15-3 Placement Learning OR UMCD9Y-15-3 Learning & Development on Study Year Abroad	*One option should be selected up to a maximum value of 15 credits from the list of approved BBS and UWE modules, below.* **(subject to availability)** UMKD6R-15-3 Marketing Services UMOD6F-15-3 Organisational Leadership UMMD7P-15-3 Project Management UMSD84-15-3 Entrepreneurship: Ideas & Practices UMKDQX-15-3 Digital Marketing Strategy UMKDR7-15-3 Corporate Events UMKDR9-15-3 Managing Tourism Experiences UMKDRJ-15-3 Integrated Marketing Communications *Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year.*	BA Business and Events Management (SW) BA Business and Events Management (FT) *Credit requirements:* 300 credits at the appropriate levels.

GRADUATION

| **Part time:** |
| n/a |

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following additions/exceptions*:

- International students seeking direct entry into Level 3 require IELTS with 6.0 in all components, or an overall band score of 6.5 or above.

Part 8: 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/.

| This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website. |

ACADEMIC SERVICES

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First CAP Approval Date	7/5/13			
Revision CAP Approval Date	15 December 2016	Version	*2*	link to RIA
Revision ASQC Approval Date *Update this row each time a change goes to ASQC*	16 January 2018 28 June 2018 06 March 2019	Version	*3* *4* *5*	*Link to RIA* link to RIA link to RIA
Next Periodic Curriculum Review due date	September 2019			
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