



Programme Specification

Business and Events Management [Phenikaa]

Version: 2023-24, v2.0, 03 Jan 2023

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Events Management [Phenikaa]

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: Phenikaa University, Vietnam

Teaching institutions: Phenikaa University, Vietnam

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: FBL Dept of Business & Management, Faculty of Business & Law

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

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

For implementation from: 01 September 2023

Programme code: NN2J13

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 Phenikaa 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. As a member of the Phenikaa Group, Vietnam's leading industrial corporation, Phenikaa has a strong in-country presence and this has positive implications for supporting students to engage with local and international organisations. 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.

Programme Learning Outcomes

- PO1. Students will demonstrate the knowledge and skills required for further study or a career in Business and Events Management
- PO2. Students demonstrate knowledge of the core concepts and functions of events management
- PO3. Students will be able to identify, analyse and creatively solve problems in a variety of contexts
- PO4. Students can express information effectively in a manner appropriate to the needs of audiences
- PO5. Students can work and collaborate effectively as a member of a team

- PO6. Students are self-aware and reflective and use their experience of degree study to inform their ongoing personal development
- PO7. Students will have an awareness of social responsibilities and their role as global citizens

Part B: Programme Structure

Year 1

The student must take 120 credits from the modules in Year 1.

Year 1 Compulsory modules

The student must take 120 credits from the modules in Compulsory modules.

Module Code	Module Title	Credit
UMCDN4-15-1	Business Decision Making for Marketing and Events 2023-24	15
UMEDGW-15-1	Economics for Events and Marketing 2023-24	15
UMCDMT-15-1	Enterprise and Entrepreneurship 2023-24	15
UMKDN8-15-1	Events in Society 2023-24	15
UMCDMX-15-1	Introduction to Management 2023-24	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2023-24	15
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2023-24	15
UMPDVJ-15-1	Understanding the Principles of Marketing (Events) 2023-24	15

Year 2

The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules

The student must take 105 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMMDQW-15-2	Introduction to Event Project Management 2024-25	15
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2024-25	15
UMPDM3-15-2	Managing People 2024-25	15
UMKDC6-15-2	Planning and Managing Events 2024-25	15
UMKDQU-15-2	Practical Digital Skills 2024-25	15
UMCDM9-15-2	Research Methods for Marketing and Events 2024-25	15
UMKDEW-15-2	The Business of Events 2024-25	15

Year 2 Optional Modules

The student must take 15 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UMKDQD-15-2	Marketing Planning and Practice 2024-25	15

Year 3

The student must take 120 credits from the modules in Year 3.

Year 3 Compulsory Module Choices 1

Student must take 15 credits from the Compulsory Module Choices 1

Module Code	Module Title	Credit
UMKD6V-15-3	Public Relations 2025-26	15

Year 3 Compulsory Modules

The student must take 90 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMKDBP-15-3	Contemporary Issues in Events 2025-26	15
UMCD9W-30-3	Critical Business Enquiry Project 2025-26	30
UMKDR5-15-3	Specialised Event Practice 2025-26	15
UMKDC7-15-3	Staging and Evaluating Events 2025-26	15
UMKDT6-15-3	Work Integrated Learning (Marketing & Events) 2025-26	15

Year 3 Optional Modules

The student must select 15 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UMKDR7-15-3	Corporate Events 2025-26	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 learning outcomes of the programme map against both the QAA subject benchmark statement for General Business and Management and the following University and Faculty strategies and policies:

Strategy 2030

University policies

UWE Charter

Faculty strategies and policies:

Blended Learning Framework

Curriculum Principles

Employability Strategy

Faculty of Business and Law LTA Strategy

Staff research projects

Where ever possible staff are encouraged to utilize their research and that of colleagues to inform their teaching, both in terms of content and pedagogic approach

Employer interaction and feedback

Employers and alumni are regularly consulted to ensure the currency and relevance of the programme

Part E: Regulations

A: Approved to University Regulations and Procedures