



## Programme Specification

### Business and Events Management [Frenchay]

Version: 2022-23, v1.1, 21 Feb 2023

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Business and Events Management [Frenchay]

**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:** Not applicable

**Teaching institutions:** UWE Bristol

**Study abroad:** Yes

**Year abroad:** Yes

**Sandwich year:** Yes

**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, Sandwich

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

**For implementation from:** 01 September 2019

**Programme code:** NN2100

## 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 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.

**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 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.

**Programme Learning Outcomes:**

On successful completion of this programme graduates will achieve the following learning outcomes.

**Knowledge and Understanding**

- A1. The global business environment
- A2. The nature of markets and customers and the role of marketing
- A3. The use of accounting and the sources, uses and management of finance
- A4. The nature of organisations, work and management
- A5. The management and development of people
- A6. The management of resources and operations
- A7. The management of information systems and use of communication and information technology
- A8. Business policy and strategy
- A9. Quantitative methods for managerial applications
- A10. Business and management research

- A11. Ethics and ethical decision making; sustainability and global citizenship
- A12. Knowledge appropriate to programme subject specialism
- A13. The relevance of the disciplines of law, economics, accounting, business and management to professional life

### **Intellectual Skills**

- B1. Gather and critically evaluate evidence and information from a range of sources
- B2. Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks
- B3. Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application
- B4. Apply these skills in a range of complex and unpredictable contexts

### **Subject/Professional Practice Skills**

- C1. Initiate plan and carry out an event
- C2. Write management reports
- C3. Contribute effectively to group projects and deliver presentations
- C4. Select and use subject specific tools and techniques
- C5. Develop professional identity and subject expertise relevant to degree programme, i.e. Business Management and marketing

### **Transferable Skills and other attributes**

- D1. Work effectively alone
- D2. Work effectively in groups
- D3. Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages
- D4. Extract, process and present numerical information for a given purpose
- D5. Use information technology

- D6. Manage own time and workload
- D7. Take responsibility for own learning
- D8. Reflect on own performance and respond positively to feedback
- D9. Transfer knowledge and skills across different settings
- D10. Develop a strong sense of self and the life -long learning skills to make an ongoing contribution to society at large
- D11. Develop skills related to enterprise.g. creative problem solving, analysis, evaluation of alternatives and planning

## Part B: Programme Structure

### Year 1

Full time and sandwich students must take 120 credits from the modules in Year 1.

### Year 1 Compulsory Modules (Full Time and Sandwich)

Full time and sandwich students must take 120 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMCDN4-15-1	Business Decision Making for Marketing and Events 2022-23	15
UMEDGW-15-1	Economics for Events and Marketing 2022-23	15
UMKDX3-15-1	Enterprise and Entrepreneurship 2022-23	15
UMKDN8-15-1	Events in Society 2022-23	15
UMCDMX-15-1	Introduction to Management 2022-23	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2022-23	15
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2022-23	15

UMKDDE-15-1	Understanding the Principles of Marketing (Marketing and Events) 2022-23	15
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**Year 2**

Full time and sandwich students must take 120 credits from the modules in Year 2.

**Year 2 Compulsory Modules (Full Time and Sandwich)**

Full time and sandwich students must take 75 credits from the modules in Compulsory Modules (Full Time and Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2023-24	15
UMPDM3-15-2	Managing People 2023-24	15
UMKDC6-15-2	Planning and Managing Events 2023-24	15
UMCDM9-15-2	Research Methods for Marketing and Events 2023-24	15
UMKDEW-15-2	The Business of Events 2023-24	15

**Year 2 Compulsory Modules Choice (Full Time and Sandwich)**

Full time and sandwich students must take:

Practical Digital Skills UMKDQU-15-2 OR Management Skills Marketing and Events UMPDM6-15-2

And

Introduction to Project Management UMMDQW-15-2 OR Financial Aspects for Marketing, Events and Tourism UMADDF-15-2

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMADDF-15-2	Financial Aspects for Marketing, Events & Tourism 2023-24	15
UMMDQW-15-2	Introduction to Event Project Management 2023-24	15

UMPDM6-15-2	Management Skills for Marketing and Events 2023-24	15
UMKDQU-15-2	Practical Digital Skills 2023-24	15

### Year 2 Optional Modules (Full Time and Sandwich)

Full time and sandwich students must take 15 credits from the modules in Optional Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMODSW-15-2	Business Ethics: The Dark Side of Work and Organisations 2023-24	15
UMSD7Q-15-2	Entrepreneurship and Small Business 2023-24	15
UMED8U-15-2	Good Business, Bad Business and Sustainability 2023-24	15
UMKD6M-15-2	Integrated Marketing Communications 2023-24	15



**Year 3**

Full time students must take 120 credits from the modules in Year 3.

Sandwich students must take 15 credits from the modules in Year 3.

**Placement or Study Year Abroad:**

Students taking the four year sandwich (SW) route must choose and pass one of the following options:

**Work Placement:** a significant period of paid employment or self-employment normally in the field relevant to the specialism of the degree. Students must complete and pass 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.

**Study Year Abroad,** which consists of two semesters of study (a minimum of 36 weeks 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. In the event the student fails any modules the student 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.

**Year 3 Compulsory Project Module Choice (Full Time)**

Full time students must take 30 credits from the modules in Compulsory Project Module Choice (Full Time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDHU-30-3	Applied Business Project 2024-25	30

UMCDFS-30-3	Business Project 2024-25	30
UMCD9W-30-3	Critical Business Enquiry Project 2024-25	30
UMCD9Q-30-3	Enterprise Project 2024-25	30

### Year 3 Compulsory Modules (Full Time)

Full time students must take 60 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UMKDBP-15-3	Contemporary Issues in Events 2024-25	15
UMKDR5-15-3	Specialised Event Practice 2024-25	15
UMKDC7-15-3	Staging and Evaluating Events 2024-25	15
UMSD7T-15-3	Strategic Management 2024-25	15

### Year 3 Compulsory Modules (Sandwich)

Sandwich students must take 15 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2024-25	15
UMCDN5-15-3	Placement Learning 2024-25	15

### Year 3 Optional Modules (Full Time)

Full time students must select 30 credits from the modules in Optional Modules (Full Time).

Module Code	Module Title	Credit
UMKDR7-15-3	Corporate Events 2024-25	15
UMCDKD-15-3	Cross Cultural Learning and Development 2024-25	15

UMKDQX-15-3	Digital Marketing Strategy 2024-25	15
UMSD84-15-3	Entrepreneurship - Ideas and Practices 2024-25	15
UMKDR9-15-3	Managing Tourism Experiences 2024-25	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2024-25	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2024-25	15
UMOD6F-15-3	Organisational Leadership 2024-25	15
UMMD7P-15-3	Project Management 2024-25	15
UMKDT6-15-3	Work Integrated Learning (Marketing & Events) 2024-25	15

#### Year 4

Sandwich students must take 105 credits from the modules in Year 4.

#### Year 4 Compulsory Modules (Sandwich)

Sandwich students must take 60 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMKDBP-15-3	Contemporary Issues in Events 2025-26	15
UMKDR5-15-3	Specialised Event Practice 2025-26	15
UMKDC7-15-3	Staging and Evaluating Events 2025-26	15
UMSD7T-15-3	Strategic Management 2025-26	15

#### Year 4 Compulsory Project Module Choice (Sandwich)

Sandwich students must take 30 credits from the modules in Compulsory Project Module Choice (Sandwich).

Module Code	Module Title	Credit
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UMCDHU-30-3	Applied Business Project 2025-26	30
UMCDFS-30-3	Business Project 2025-26	30
UMCD9W-30-3	Critical Business Enquiry Project 2025-26	30
UMCD9Q-30-3	Enterprise Project 2025-26	30

#### **Year 4 Optional Modules (Sandwich)**

Sandwich students must select 15 credits from the modules in Optional Modules (Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDR7-15-3	Corporate Events 2025-26	15
UMKDQX-15-3	Digital Marketing Strategy 2025-26	15
UMSD84-15-3	Entrepreneurship - Ideas and Practices 2025-26	15
UMKDR9-15-3	Managing Tourism Experiences 2025-26	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2025-26	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2025-26	15
UMOD6F-15-3	Organisational Leadership 2025-26	15
UMMD7P-15-3	Project Management 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 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 Entrepreneurship 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/>

### **Part E: Regulations**

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.