



## **Programme Specification**

### **Business and Events Management {Foundation} [Frenchay]**

Version: 2024-25, v1.0, 19 Oct 2023

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Business and Events Management {Foundation} [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

**Teaching institutions:** UWE Bristol

**Study abroad:** Yes

**Year abroad:** Yes

**Sandwich year:** Yes

**Credit recognition:** No

**School responsible for the programme:** CBL Bristol Business School, College of Business and Law

**Professional, statutory or regulatory bodies:** Not applicable

**Modes 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:** NN2F00

## 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.

**Features of the programme:** 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.

**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.

### **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

**Assessment strategy:** 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.

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.

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.

Assessments are designed to facilitate a progression through differing levels of complexity at each level of study:

At level 0. A sound grasp of the academic skills needed for success in higher education.

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.

**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 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 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 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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCUL9-30-0	Becoming a Professional 2024-25	30
UMEDKL-30-0	Economics and Accounting for the Real World 2024-25	30
UJUUL7-30-0	Introduction to Law in a Social, Business and Global Context 2024-25	30
UMCDKK-30-0	Introduction to Organisation, Enterprise and Management 2024-25	30

**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 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDN4-15-1	Business Decision Making for Marketing and Events 2025-26	15
UMEDGW-15-1	Economics for Events and Marketing 2025-26	15
UMKDX3-15-1	Enterprise and Entrepreneurship 2025-26	15
UMKDN8-15-1	Events in Society 2025-26	15
UMCDMX-15-1	Introduction to Management 2025-26	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2025-26	15

UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2025-26	15
UMPDVJ-15-1	Understanding the Principles of Marketing (Events) 2025-26	15

### Year 3

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

### Year 3 Compulsory Module Choices (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

Module Code	Module Title	Credit
UMADDF-15-2	Financial Aspects for Marketing, Events & Tourism 2026-27	15
UMMDQW-15-2	Introduction to Event Project Management 2026-27	15
UMPDM6-15-2	Management Skills for Marketing and Events 2026-27	15
UMKDQU-15-2	Practical Digital Skills 2026-27	15

### Year 3 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).

Module Code	Module Title	Credit
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2026-27	15

UMPDM3-15-2	Managing People 2026-27	15
UMKDC6-15-2	Planning and Managing Events 2026-27	15
UMCDM9-15-2	Research Methods for Marketing and Events 2026-27	15
UMKDEW-15-2	The Business of Events 2026-27	15

### Year 3 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 2026-27	15
UMSD7Q-15-2	Entrepreneurship and Small Business 2026-27	15
UMED8U-15-2	Good Business, Bad Business and Sustainability 2026-27	15
UMKD6M-15-2	Integrated Marketing Communications 2026-27	15
UMKDQD-15-2	Marketing Planning and Practice 2026-27	15

**Year 4**

Full-time students must take 120 credits from the modules in Year 4.

Sandwich students must take 15 credits from the modules in Year 4.

Placement or Study Year Abroad:

Students taking the 5 year Sandwich (SW) route must choose and pass one of the following options:

Placement (a minimum of 40 weeks in employment). Students must select a final year Work-based Enquiry Project topic relevant to their degree specialism.

Study Year Abroad, which consists of two semesters of study (a minimum of 36 weeks at a partner institution abroad). Students must select a final year Critical Business Enquiry Project topic relevant to their degree specialism.

Whilst on Placement or Study Year Abroad students complete a 15 credit Level 3 module to assess the learning and skills acquired during this time:

Placement Learning (UMCD9N-15-3); or

Learning and Development on Study Year Abroad (UMCD9Y-15-3).

To be eligible for either the Placement or SYA students would normally be expected to have passed a minimum of 330 credits.

**Year 4 Compulsory Modules (Full-time)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDBP-15-3	Contemporary Issues in Events 2027-28	15
UMKDR5-15-3	Specialised Event Practice 2027-28	15
UMKDC7-15-3	Staging and Evaluating Events 2027-28	15
UMSD7T-15-3	Strategic Management 2027-28	15

**Year 4 Compulsory Modules (Sandwich)**

Sandwich students must choose one of the following modules:

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
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UMCD9Y-15-3	Learning and Development on Study Year Abroad 2027-28	15
UMCDN5-15-3	Placement Learning 2027-28	15

#### **Year 4 Compulsory Project Modules (Full-time)**

Full-time students must take 30 credits from the modules in Compulsory Project Modules (Full-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDHU-30-3	Applied Business Project 2027-28	30
UMCDFS-30-3	Business Project 2027-28	30
UMCD9W-30-3	Critical Business Enquiry Project 2027-28	30
UMCD9Q-30-3	Enterprise Project 2027-28	30

#### **Year 4 Optional Modules (Full-time)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDMR-15-3	Campaign and Event Analytics 2027-28	15
UMKDR7-15-3	Corporate Events 2027-28	15
UMCDKD-15-3	Cross Cultural Learning and Development 2027-28	15
UMKDQX-15-3	Digital Marketing Strategy 2027-28	15
UMSD84-15-3	Entrepreneurship - Ideas and Practices 2027-28	15
UMKDR9-15-3	Managing Tourism Experiences 2027-28	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2027-28	15



UMKD6R-15-3	Marketing Services and the Customer Experience 2027-28	15
UMOD6F-15-3	Organisational Leadership 2027-28	15
UMMD7P-15-3	Project Management 2027-28	15
UMKDT6-15-3	Work Integrated Learning (Marketing & Events) 2027-28	15

### Year 5

Sandwich students must take 105 credits from the modules in Year 5.

### Year 5 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 2028-29	15
UMKDR5-15-3	Specialised Event Practice 2028-29	15
UMKDC7-15-3	Staging and Evaluating Events 2028-29	15
UMSD7T-15-3	Strategic Management 2028-29	15

### Year 5 Compulsory Project Modules (Sandwich)

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

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2028-29	30
UMCDFS-30-3	Business Project 2028-29	30
UMCD9W-30-3	Critical Business Enquiry Project 2028-29	30
UMCD9Q-30-3	Enterprise Project 2028-29	30

**Year 5 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 2028-29	15
UMKDQX-15-3	Digital Marketing Strategy 2028-29	15
UMSD84-15-3	Entrepreneurship - Ideas and Practices 2028-29	15
UMKDR9-15-3	Managing Tourism Experiences 2028-29	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2028-29	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2028-29	15
UMOD6F-15-3	Organisational Leadership 2028-29	15
UMMD7P-15-3	Project Management 2028-29	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**

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.