



Programme Specification

Business and Events Management [Phenikaa]

Version: 2025-26, v1.0, 19 Aug 2024

Contents

Programme Specification.....	1
Section 1: Key Programme Details.....	2
Part A: Programme Information	2
Section 2: Programme Overview, Aims and Learning Outcomes	2
Part A: Programme Overview, Aims and Learning Outcomes	3
Part B: Programme Structure.....	10
Part C: Higher Education Achievement Record (HEAR) Synopsis	12
Part D: External Reference Points and Benchmarks	13
Part E: Regulations	14

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Events Management [Phenikaa]

Highest award: BA (Hons) Business and Events Management [Phenikaa]

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

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

Entry requirements:

For implementation from: 01 September 2025

Programme code: NN2513

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 offers students a contemporary and integrated practice based education covering the underpinning theoretical, functional and operational areas of business, with a specific specialist focus on events management. Alongside support to develop personally, professionally, and academically.

Throughout the BA(Hons) Business and Events Management, students will engage with a wide variety of modules, topics and areas to gain a holistic and specialist understanding of the practices of organisations, and gain the skills and aptitudes required for further study or a career in Events Management.

The curriculum aims to challenge students in their ways of thinking, behaving and learning. The Educational Development Strands of professional development, research and academic skills, sustainability, and development of entrepreneurial mindsets are embedded throughout the programme of study.

As a practice-focused programme, students engage with authentic learning, teaching and assessment approaches throughout.

This culminates in a final year of real-world practice modules including a capstone module choice which draws together learning into practice and a beyond campus module choice which has a direct emphasis on student centred practice-led activity which is CV enhancing and “real world”, engaging students beyond the campus. This includes the sandwich year modules for placement, the study year abroad module, a work based learning module for students in employment, and a global teams live brief module enabling student the opportunity to working in global teams.

Working in mentor groups alongside their Group Mentor and Personal Tutor, students are supported to develop a portfolio of practice, completing activities; identifying their skills, developing action plans, and reflecting on how their degree, and other activities, are helping them to gain the skills they need for their personal and professional development.

Features of the programme: For students interested in the design and delivery of all types of events – large and small, indoor and outdoor, corporate and independent. A comprehensive degree that learns by doing - covering concept design, through planning, delivery, and evaluation.

This programme has the following distinctive features:

Transferable enterprise employability skills: The programme focuses on developing a diversified skill set, including technical competencies, digital literacy, critical thinking, ethical values, and communication skills. This approach aims to produce graduates who are work-ready and able to succeed and flourish.

Practice-Led & engaged with industry: Grounded in a practice-led approach, the curriculum integrates cutting-edge research from ethics, and sustainability. This provides students with practical insights. Engaging closely with employers, entrepreneurs, and professional bodies, students are encouraged to explore diverse applications of acquired skills. Integrated activities, such as fieldwork, pitches and industry guest lectures, enrich the learning experience and offer networking opportunities.

Digital Capability: Technology literacy will be essential for future business leaders to thrive and the programme recognizes the importance of digital literacy and integrates this into teaching students to use a range of digital tools effectively. Whilst the changes in this area are rapid, emerging technologies (ET) including Artificial intelligence (AI) are transforming modern business. As Business educators, we embed critical thinking and practical application that motivates learners to embrace new technologies and understand how they will be applied in future enterprises.

Sustainability: Students will study core modules that focus on ethical and sustainable practices, in addition our programme aims to inspire students to embrace sustainable innovation. Through practical application and use of real-world case studies, students are challenged to consider their role in shaping a sustainable future.

Professional Practice development: A distinctive feature of the programme is the professional development stream, which cuts across the three levels of the programme and is embedded as a core module in the curriculum at every level. This stream supports students' developmental journey, offering learners group mentor support and providing the structure to allow students to develop a compelling narrative of their degree journey to present to potential employers.

Educational Aims: The overarching aim of the University's Learning and Teaching Strategy is that "our students will enjoy a personalised, inclusive and transformative experience that empowers them to be engaged, committed and passionate learners who thrive in our university environment and achieve their best".

The BA (Hons) Business and Events Management actively seeks to provide personalised experiences for all learners, grounding student learning in the business environment and events context. This is supported through the use of engagement with professionals and authentic assessments that afford students' opportunities to test out concepts in practice and reflect on their own experience of events and the business context. In addition, all students are actively required by the curriculum to pursue beyond campus experience of some sort i.e. via placement, internship, paid work, volunteering, cross cultural team work or overseas study. Student achievement is supported by a clear professional practice and personal development strand of transferable skills and entrepreneurial mindsets over all three levels that facilitates the transition into, through, and beyond, Higher Education and which underpins enterprise, employability, and lifelong learning.

Educational Aims:

1. Provide students with high quality learning and teaching experiences that are practice-led, and sustain a culture of student-centred learning, incorporating current research to ensure learning is research-informed
2. Provide students with an in-depth knowledge and critical understanding of the changing external environment, of events and management of profit and not for profit events based businesses;

3. Develop students' independent thinking and informed understanding of critical contemporary business and events management issues, integrated the theoretical debates of business and events management working with academic theory in practice;

4. Develop students' analytical and enquiring approaches to the analysis of business and events problems so that considered and appropriate conclusions are drawn – which can be communicated effectively and appropriately.

5. Develop students' collaborative skills, strong sense of self and life-long learning skills, including ethical, personal, and social responsibility as global citizens.

6. Prepare students with the enterprise and employability skills and attributes necessary to plan effectively for their chosen future and be able to undertake appropriate personal development for a career in business or events management and/ or further study.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Knowledge and understanding
Demonstrate systematic, thorough, and comparative appreciation of the core theories, functions, and practices of events management; with an advanced knowledge and critical understanding of specialist core and optional subjects relevant to events management and the roles and responsibilities of organisations and events managers in society.
- PO2. Critical analysis
The ability to apply a conceptual understanding to devise, sustain and critically analyse arguments. Effectively solving problems with a critical appreciation of context, ambiguity, and uncertainty.

PO3. Skills and attributes

The ability to apply skills and attributes necessary to work collaboratively and individually, in the events industry and a digital world; effectively communicating complex information, ideas, problems, and solutions as appropriate to the needs of varied and different audiences.

PO4. Personal and professional futures

Demonstrate self-awareness informing the learners' ongoing personal and professional development, alongside a reflective understanding of how the knowledge and skills developed throughout the programme can enhance their entrepreneurial thinking, practice, and employability.

PO5. Social value and sustainability

Demonstrate critical understanding of the learners' role and social responsibilities as global citizens, and the sustainable development goals and activities of events managers and organisations in society.

Assessment strategy: The programme's assessment strategy emphasises subject knowledge and practical and professional skills within events management contexts. Assessments are designed programmatically so as to facilitate a progression through differing levels of complexity at each level of study:

Level 4 (remembering and understanding), a sound knowledge and understanding of the underlying concepts of a subject and ability to evaluate and interpret these

Level 5 (applying and analysing) , a knowledge and critical understanding of the established principles of the field of study, the ability to apply these principles more widely and analyse them critically.

Level 6 (evaluating and creating), a systematic understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline, with the ability to critically apply and evaluate arguments and assumptions appreciating uncertainty and the limits of knowledge.

Opportunities to demonstrate achievement of the learning outcomes are provided through a broad mix of assessment types, using the following assessment methods which are assessed against publicised marking criteria:

1. Formative assessment is used at all Levels to monitor students' progress and provide feedback about knowledge and understanding gained and development of skills and attributes, providing an opportunity for identifying and rectifying students potential challenges, as well as contributing to summative assessment in some instances.
2. Presentations and Posters (individual and collaborative) including set exercises, and live events, are formally and informally assessed for content and process in modules at each level. In addition to assessing the students' analytical skills and relevant theoretical understanding, these provide opportunities to assess students' oral communication skills and prepare them for presentation processes common in events environments. These include opportunities for peer review assessment, where group members can allocate marks to reflect each group member's contribution when working collaboratively. This also provides an opportunity for personal reflection.
3. Written assignments, projects, case study's, reports, and set exercises. These are expected to be well written and presented and are used to assess the students' development of key skills as well as theoretical knowledge and critical understanding. They provide opportunities for in depth focus on specific events-related issue.
4. Professional practice portfolios of evidence demonstrates that students have developed the required professional skills and attributes for a career in Events management related roles. Students will also reflect and comment on their own learning and personal development.
5. Formal examinations are used very occasionally and only if they are the most appropriate assessment approach for assessing students' theoretical understanding and critical abilities and manage time effectively. The University has systems in place to ensure that examining procedures are moderated and regulated.
6. In line with inclusionary learning and teaching principles the programme provides alternative assessment proposals where students with logistical or other difficulties

can elect to submit in an alternative format. This relates primarily to presentations/vivas and in these instances students will be offered a choice of face to face, online or recorded where possible. With regard to group work this will be encouraged in many modules, collaborative working is assessed summatively in the professional practice modules where group activities are undertaken and group mentor support is provided.

Student support: Employability Support

Work experience is valuable because it allows individuals to gain real-world experience and skills that increase employability. Students have a 3-month internship in semester 2, and a further 3-month internship in the summer between year 2 and year 3. Support for these opportunities is provided by Phenikaa. The university also offers volunteering opportunities.

The learning from practical professional experience is woven into the final year UMODT5-15-3 Work Integrated Learning (Business & Management) module, where students can apply a critical theoretical lens to their experience of work. Students are also encouraged to attend organised Career Orientation Week and Phenikaa Annual Job Fair to meet employers from various sectors. Finally, students have the opportunity to work with different well-known enterprises/companies via field trip activities.

Study Facilities

PHU has more than 400 classrooms in 12 buildings. The capacity of 197/400 classrooms are 10.000 students; 81/400 rooms are laboratories, practical laboratories, workshops and lecture theatres. Phenikaa University's library system is connected to the National Library Centre, Vietnam National University (VNU), and Hanoi University of Science and Technology (HUST), giving students access to a broad range of materials.

Students who choose to transfer to Frenchay campus for their final year will study at

our £55m Bristol Business School and have access to cutting-edge learning spaces like the Bloomberg financial trading room. Training in this state-of-the-art financial platform will give a commanding view of global finance. UWE's specialist library, business librarians manage vast collections to support research. Students may attend workshops to develop information or study skills. The library and Business School both offer spaces for silent and group study and rooms that can be booked. Students have access to recommended books, trade press, academic journals, and industry databases on and off campus.

Part B: Programme Structure

Year 1

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

Year 1 Compulsory Modules (Full-time)

Full-time students must take 120 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UMKT6L-30-1	Entrepreneurial Decision Making for Marketing and Events 2025-26	30
UMKT6E-30-1	Events and Economies 2025-26	30
UMODYY-15-1	Management and Organisation Behaviour 2025-26	15
UMKT6F-30-1	Professional Knowledge: Events Principles 2025-26	30
UMAT9H-15-1	Using Financial Information for Events 2025-26	15

Year 2

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

Year 2 Compulsory Modules (Full time)

Full-time students must take 120 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UMKT6S-15-2	Event Experience Design 2026-27	15
UMKT8H-15-2	Events Strategy and Project Management 2026-27	15
UMMT8V-30-2	Operations Logistics and Policy for Events 2026-27	30
UMKT6T-30-2	Professional Skills : Events Research and Practice 2026-27	30
UMKT8J-30-2	Staging and Evaluating Events 2026-27	30

Year 3

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

Year 3 Compulsory Modules (Full-time)

Full-time students must take 45 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UMKT6V-30-3	Professional Development : Event Consultancy 2027-28	30
UMKT6U-15-3	Specialised Events Practice 2027-28	15

Year 3 Optional Modules (Full-Time) - List A

Full-time students must take 30 credits from the modules in Optional Modules (Full-time) - List A

Module Code	Module Title	Credit
UMMTBK-30-3	Brand Evolution: Identity, values and market edge 2027-28	30

UMMTBM-30-3	Corporate Events 2027-28	30
UMSTAX-30-3	Project Management with Data Analytics 2027-28	30

Year 3 Optional Modules (Full-time) - List B

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

Module Code	Module Title	Credit
UMOTAW-30-3	Humans vs AI: Leading and managing change for future organisations 2027-28	30
UMMTBF-30-3	Marketing in a Digital World 2027-28	30

Year 3 Optional Modules (Full-time) - List C

Full-time students must take 15 credits from the modules in Optional Modules (Full-time) - List C

Module Code	Module Title	Credit
UMCDKD-15-3	Cross Cultural Learning 2027-28	15
UMODT5-15-3	Work Based Learning 2027-28	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

This programme is designed to combine a comprehensive specialist events management education within a business context. Over the course of the programme, students accrue a knowledge base, range of skills, and the intellectual and critical capability to analyse events management activities, choices, and challenges, responding to the challenges and opportunities with a range of appropriate events focused business strategies. The programme aims to produce graduates who understand their role and ongoing contribution as global citizens. Successful graduates are likely to find employment in a range of graduate positions in the events and wider tourism industry.

Part D: External Reference Points and Benchmarks

The following reference points and benchmarks have been used in the design of the programme:

UWE reference points and benchmarks:

The teaching and learning approach of Bristol Business School, and UWE as articulated through its Teaching and Learning Governance structures and committees.

UWE, Bristol Strategy 2030:

UWE Academic Regulations

UWE learning and teaching strategy

Digital Learning Service in CBL Team

University policies

Enhancement Framework

QAA/ FHEQ and OFS reference points and benchmarks

QAA Framework for Higher Education; and OFS sector regulatory standards

OFS Framework for Higher Education Qualifications (2022)

QAA Assessment overview

QAA Quality code: assessment

QAA Subject Benchmarks - business and management

QAA Subject benchmarks Events

Future employability reports:

The Chartered Management Institute (CMI) (2021)

World Economic Forum (WEF) on the future of work (2023)

CBI education and skills survey 2022

Staff research projects:

Wherever 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.

Student consultation:

Student consultation is ongoing on feeds directly into the continued improvement of the programme.

Part E: Regulations

Approved to University Regulations and Procedures: Academic regulations and procedures - Academic information | UWE Bristol