



Programme Specification

Business and Events Management [Phenikaa]

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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

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 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.

Features of the programme: At Phenikaa University, all individuals are respected, encouraged, and supported to maximise conceptualise, pursue, present, and perform ideas. This is well-aligned with the ethos of the Business and Management programme, where the programme design reflects UWE FBL's overarching aim of the Learning Teaching and Assessment Strategy. The strategy seeks 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:

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

use of effective strategies for assessment for 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

Assessment strategy: The programme's assessment strategy seeks to develop and evaluate a range of skills, knowledge and attributes associated with business management, as well different aspects of events. Over the course of their programme, students engage in a broad mix of assessment types which include (but are not limited to) business reports, essays, presentations, portfolios, literature reviews, online stats tests and exams, research proposals, live briefs, staging and evaluating events, event management plans, risk assessments, crisis management responses, event pitches and marketing plans.

The programme emphasises subject knowledge and practical and professional skills. Teaching content is designed to facilitate a progression through differing levels of complexity at each level of study, and this is measured by a varied assessment strategy.

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 more widely

At Level 3 – an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline

In addition to assessing students' subject-specific knowledge, assessments are also designed to support and assess a range of other skills which include capabilities in written communication for different purposes and audiences, presentation skills, group working, peer assessment, employer assessment, intercultural understanding and high-level research skills.

For students electing to undertake a work placement or period of study overseas, learning and development is assessed through reflection on experience and through research that contributes to their final year project. The provision of formative feedback is integral to the assessment regime in many modules. In pursuit of

achievement, students are expected to make full use of the academic and professional resources provided by the university and are required to undertake extensive independent and collaborative work outside of scheduled teaching.

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 events such as the 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

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

Year 1 Optional Modules (Full time and Sandwich) - if additional credit is required

Modules only available with the agreement of the Programme Leader to make up credit in exceptional circumstances.

Module Code	Module Title	Credit
UMPTFF-15-1	RISE Foundations of Management Practice 2024-25	15
UMSTFG-15-1	RISE Business Decision Making 2024-25	15
UMOTFH-15-1	RISE Enterprise and Entrepreneurship 2024-25	15
UMPTFJ-15-1	RISE Contemporary Issues in Context 2024-25	15
UMETHA-15-1	RISE The Economic Context 2024-25	15

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 2024-25	15

UMEDGW-15-1	Economics for Events and Marketing 2024-25	15
UMCDMT-15-1	Enterprise and Entrepreneurship 2024-25	15
UMKDN8-15-1	Events in Society 2024-25	15
UMCDMX-15-1	Introduction to Management 2024-25	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2024-25	15
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2024-25	15
UMPDVJ-15-1	Understanding the Principles of Marketing (Events) 2024-25	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 2025-26	15
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2025-26	15
UMPDM3-15-2	Managing People 2025-26	15
UMKDC6-15-2	Planning and Managing Events 2025-26	15
UMKDQU-15-2	Practical Digital Skills 2025-26	15
UMCDM9-15-2	Research Methods for Marketing and Events 2025-26	15

UMKDEW-15-2	The Business of Events 2025-26	15
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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 2025-26	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 2026-27	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 2026-27	15
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30
UMKDR5-15-3	Specialised Event Practice 2026-27	15
UMKDC7-15-3	Staging and Evaluating Events 2026-27	15
UMKDT6-15-3	Work Integrated Learning (Marketing & Events) 2026-27	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 2026-27	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