



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England International University, Vietnam
Delivery Location	University of the West of England International University, Vietnam
Study abroad / Exchange / Credit recognition	No
Faculty responsible for programme	Faculty of Business and Law
Department responsible for programme	Business and Management
Professional Statutory or Regulatory Body Links	None
Highest Award Title	BA (Hons) Business and Events Management
Default Award Title	None
Interim Award Titles	None
UWE Progression Route	N/A
Mode of Delivery	Full-time
ISIS code/s	PA: NN2G PT (FT): NN2G13 PT (IU): NN2H13
For implementation from	September 2019

Part 2: Description

This programme offers students a contemporary and integrated business and management education covering key disciplines and operational areas of business, with a specific focus on the theory and practice of events management. The curriculum challenges students in their ways of thinking, behaving and learning, covering critical business issues of change and complexity, ethics & ethical decision-making, sustainability and global citizenship within their disciplinary context. Student learning is grounded in the external context wherever appropriate through, for example, external speakers, assessment that provides opportunities for students to test out concepts in practice and incorporation of reflections on own experience of organisations.

Student achievement is supported by support for academic and professional development that both facilitates the transition into higher education and which underpins employability and lifelong learning.

The programme aims to enable students to:

- acquire a critical understanding of organisations, their management and the changing external environment in which they operate;
- be equipped with the employability attributes and skills necessary for a career in business and management;
- develop an analytical and enquiring approach to addressing business problems to draw considered and appropriate conclusions which can be communicated effectively in a variety of forms;
- acquire an informed understanding of critical contemporary business issues and theoretical debates, including ethics & ethical decision-making, sustainability and global citizenship;
- work with academic theory in practice
- acquire a critical understanding of issues, debates and techniques associated with events management in a contemporary context

The curriculum and assessment of student learning builds on prior study of business and management equivalent to FHEQ levels four and five to enable an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

This course provides a comprehensive business education, equipping students with the knowledge and skills for a successful career in a complex business world, with a particular focus on the management of events. It offers a diverse range of modules, enabling students to develop the knowledge to support the achievement of career aspirations. Successful completion of the programme requires students to be independent, analytical and critical. It requires them to work effectively within diverse teams and demonstrate strong information literacy, a spirit of enquiry and to be reflective in practice.

Regulations

Approved to University Regulations and Procedures

Part 3: Learning Outcomes of the Programme								
Learning Outcomes:	Business Project	Enterprise Project	Academic & Professional Development	Business Strategy	Specialised Events Practice	Contemporary Issues in Events	Marketing Services	Corporate Events
A) Knowledge and understanding of:								
The global business environment				√		√		√
The theory and practice of events management	√	√			√	√	√	√
How aspects of business and management interrelate and affect overall organisational performance				√			√	
Current issues and priorities in contemporary management including entrepreneurship, change management and sustainability, ethics and corporate social responsibility	√	√		√	√	√	√	√
(B) Intellectual Skills								
Identify and analyse business and management problems utilizing appropriate concepts, models and frameworks.	√	√		√	√	√	√	√
Ability to gather, critically evaluate and apply information, data and evidence from a range of resources.	√	√	√	√	√	√	√	√
Analysis and critical thinking skills to develop informed arguments and propose evidence-based recommendations in defined contexts.	√	√		√	√	√	√	√

Part 3: Learning Outcomes of the Programme								
Learning Outcomes:	Business Project	Enterprise Project	Academic & Professional Development	Business Strategy	Specialised Events Practice	Contemporary Issues in Events	Marketing Services	Corporate Events
Ability to express ideas and solutions to problems fluently in a manner appropriate to the needs of diverse audiences and in a variety of formats	√	√	√	√	√	√	√	√
Design, execute and evaluate ethical research into business and management issues	√	√						
(C) Subject/Professional/Practical Skills								
Effective use of a range of ICT tools	√	√	√	√	√	√	√	√
Work effectively as a member of a team to achieve goals within time constraints and utilizing the contributions of individual group members.			√					√
Ability to recognize and address a range of ethical dilemmas, applying the principles of ethical management to a range of situations and choices.	√		√	√		√		
(D) Transferable skills and other attributes								
Self-awareness and reflectivity in practice	√	√	√					
Ability to articulate and apply knowledge and skills gained during their studies to support their ongoing personal development			√					
Understanding of the value of diversity a global outlook			√					

Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full-time student**, including: level and credit requirements, interim award requirements, and module diet, including compulsory and optional modules.

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Level 3	UMCDFS-30-3 Business Project OR UMCD9Q-30-3 Enterprise Project UMKDR5-15-3 Specialised Events Practice UMKDBP-15-3 Contemporary Issues in Events UMCDQ3-15-3 Academic and Professional Development UMSDQ5-15-3 Business Strategy UMKDR7-15-3 Corporate Events UMKD6R-15-3 Marketing Services	None	None

Part time:

No part-time route is offered for this course

Part 5: Entry Requirements

Entry to this programme is normally based on the satisfactory completion of appropriate externally-validated prior study equivalent to FHEQ levels 4 and 5 of a suitable credit volume in a related subject area which enables applicants to have achieved the prerequisite knowledge and academic competence required for level six study in business and management.

This prior study may include, but is not limited to:

- Successful completion of a foundation degree in business, management or a related discipline
- Successful completion of a Higher National Diploma in business, management or a related discipline

Part 5: Entry Requirements

- Successful completion of prior study at least equivalent to 240 credits at a level commensurate with FHEQ levels four and five (subject to individual assessment of prior learning and/or prior qualification mapping)

International students seeking require IELTS with 6.0 in all components or an overall band score of 6.5 or above.

Entry to the top up programmes delivered at International University, Vietnam is through successful completion of the first three years of the BA Business and Management programme at IU.

Part 6: Reference Points and BenchmarksQAA UK Quality Code for HE

- Framework for higher education qualifications (FHEQ)
- Subject benchmark statements
- Qualification characteristics for Foundation degrees and Master's degrees

AACSB Accreditation StandardsStrategy 2020University policies

UWE Charter

Faculty strategies and policies:

- Blended Learning Framework
- Curriculum Principles
- Employability Strategy
- Faculty of Business and Law LTA 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/>.

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First CAP Approval Date	ASQC 27 June 2019			
Revision ASCQ Approval Date	SUVP 16/07/19	Version	1 2	UCP Business case 22/03/19. Link to RIA
Next Periodic Curriculum Review due date	<i>Academic year in which next Periodic Curriculum Review due (6 years from initial approval or last Periodic Curriculum Review)</i>			
Date of last Periodic Curriculum Review				