Programme Specification

Business and Events Management {Top-Up} [Sep][FT][Frenchay][1yr]

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Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Events Management {Top-Up} [Sep][FT][Frenchay][1yr]

Highest award: BA (Hons) Business and Events Management

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

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

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

For implementation from: 01 September 2019

Programme code: NN2G13-SEP-FT-FR-NN2G

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Educational Aims: 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 Learning Outcomes:

Knowledge and Understanding

A1.   The global business environment

A2.   The theory and practice of events management

A3.   How aspects of business and management interrelate and affect overall organisational performance

A4.   Current issues and priorities in contemporary management including entrepreneurship, change management and sustainability, ethics and corporate social responsibility

Intellectual Skills

B1.   Identify and analyse business and management problems utilizing appropriate concepts, models and frameworks

B2.   Ability to gather, critically evaluate and apply information, data and evidence from a range of resources

B3.   Analysis and critical thinking skills to develop informed arguments and propose evidence-based recommendations in defined contexts

B4.   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

B5.   Design, execute and evaluate ethical research into business and management issues

Subject/Professional Practice Skills

C1.   Effective use of a range of ICT tools

C2.   Work effectively as a member of a team to achieve goals within time constraints and utilizing the contributions of individual group members

C3.   Ability to recognize and address a range of ethical dilemmas, applying the principles of ethical management to a range of situations and choices

Transferable Skills and other attributes

D1.   Self-awareness and reflectivity in practice

D2.   Ability to articulate and apply knowledge and skills gained during their studies to support their ongoing personal development

D3.   Understanding of the value of diversity a global outlook

Part B: Programme Structure

Year 1

Year 1 Compulsory Module Choices
Students must take 30 credits within the Project Modules group.

The Enterprise Project (UMCD9Q-30-3) modules is a barred combination with both the Business Project In Theory (UMCDVE-15-3) and the Business Project (UMCDVF-15-3) modules.

The Business Project in Theory (UMCDVE-15-3) module is a co-requisite to the Business Project (UMCDVF-15-3) module.

Module Code	Module Title	Credit
UMCDVF-15-3	Business Project 2021-22	15
UMCDVE-15-3	Business Project in Theory 2021-22	15
UMCD9Q-30-3	Enterprise Project 2021-22	30

Year 1 Compulsory Modules

Module Code	Module Title	Credit
UMCDQ3-15-3	Academic and Professional Development 2021-22	15
UMSDQ5-15-3	Business Strategy 2021-22	15

UMKDBP-15-3	Contemporary Issues in Events 2021-22	15
UMKDR7-15-3	Corporate Events 2021-22	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2021-22	15
UMKDR5-15-3	Specialised Event Practice 2021-22	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

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.

Part D: External Reference Points and Benchmarks

QAA 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 Standards

Strategy 2020

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:

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 workbased learning and project work.

EMBOK (Event Management Body of Knowledge), url: http://embok.org/.

Part E: Regulations

Approved to University Regulations and Procedures.