Postgraduate Programme Specification

Session	2025/26	**Last Modified**	May 2025
Named Award Title	MSc International Events Management		
Award Title for Each Award	MSc International Events Management PG Dip International Events Management PG Cert International Events Management		
Date of Approval	23 May 2024		
Details of Cohort Applies to			
Awarding Institution	University of the West of Scotland	**Teaching Institution(s)**	University of the West of Scotland
Language of Instruction & Examination		English	
Award Accredited by			
Maximum Period of Registration		NA	
Duration of Study			
Full-time	2 Years Study	**Part-time**	4 Years Study
Placement (compulsory)			
Mode of Study	☒ Full-time ☒ Part-time		
Campus	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☐ Online / Distance Learning ☐ Other (specify)
School	**Business and Creative Industries**		
Divisional Programme Board	**Marketing, Innovation, Tourism Events**		
Programme Leader	Dr Kalyan Bhandari		

Admissions Criteria
Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements:

Appropriate Undergraduate Qualifications:
Applicants will typically possess a degree or equivalent. In the absence of a degree, where entry requirements do not conform to the general entry requirements, other evidence can be considered on an individual basis in line with Regulations 2.13 – 2.36 (Recognition of Prior Learning – RPL / Recognition of Credit).

Other Required Qualifications/Experience
Applicants may also be considered with other academic, vocational, or professional qualifications deemed to be equivalent.

Further desirable skills pre-application
Where English is not the first language, applicants must be able to satisfy the University of their competence in English. Either by having a TOEFL score of 550 or above or an IELTS score of 6 or above (5.5 in each component) or equivalent.

General Overview
Events are important in the contemporary world. According to the UK Events Report 2020, events help shape a destination's identity, engender creative enterprise and stimulate innovation, cause positive social impact, strengthen community cohesion, and can be used as a tool for soft power. For these reasons, events have become an important sector of the economy in many countries, including the UK. Reports suggest that the events industry generates £70 billion in direct spend in the UK. This is more than half of the UK's visitor economy. Scotland's contribution to the UK's events industry is significant. Alongside our world-class annual cultural festivals, such as the Edinburgh Festival and Celtic Connections, Scotland has recently bid for and hosted a range of high-profile international events. They include the 2014 Commonwealth Games; 2014 Ryder Cup; 2014 MTV Europe Awards; 2018 European Championships; 2019 Solheim Cup; UEFA Euro 2020; COP26 in 2021; and the inaugural 2023 UCI Cycling World Championships. Given that events are increasingly recognised as a legitimate tool for stimulating development, the industry is quickly professionalising and requires a growing number of graduates to form an educated, critically informed workforce.

The MSc International Events Management is designed to meet this demand, producing critically informed, operationally capable practitioners through a flexible, student-centred delivery model. The aims of the programme are to develop graduates who demonstrate:

•a critical understanding of the historic, theoretical and conceptual body of knowledge relating to the production, consumption and regulation of international events.
•a critical understanding of the current key political, economic, social, cultural, and environmental issues which inform international events management and to apply such understandings to a wide range of events contexts and settings.
•a critical understanding of the range of practical and operational skills required to successfully deliver an event or portfolio of events.
•a range of complex analytical skills and abilities, including research skills, in order to critically examine existing practices within the events industry.

Students will be taught via an innovative learning, teaching and assessment strategy which makes use of video lectures, recorded conversations with academic and industry experts, and face-to-face tutorials. This alongside assignments which enable students to demonstrate their knowledge in settings closely related to practical situations and contexts

helps produce graduates who are both transformed by their educational experience and capable of transforming the industry they serve.

Students, upon completion of the course, will have attained a Masters level qualification and may pursue additional postgraduate study or doctoral level both within the University and at other Higher Education Institutes. These may be either on a full-time, part-time or post-experience basis.

Typical Delivery Method

Modules within the programme share a standard delivery model based around four hours of contact time per module per week, that makes the use of both online as well as face-to-face delivery. It consists of traditional lecture content that provides the theoretical and conceptual knowledge and content for each module. The online content, amongst others, also consists of a recorded hour that takes the form of a "conversation", where a relevant guest is invited to discuss an issue relevant to the outcomes of the module in question. The participants in these conversations may include practitioners, policymakers or guest academics relevant to the module area. These conversations are intended to contextualise the theoretical and conceptual content from the recorded lecture and expose students to a range of cases and settings to further develop their understanding of their sector. The two hours of tutorial or workshop is delivered in a face-to-face setting.

These sessions will make use of a variety of teaching tools including case studies, student-led presentations, discussion tasks and practical activities designed to enable students to take responsibility for their own learning and develop a rounded understanding of the subject matter. Each module is supported by further online content hosted via the University's virtual learning environment. This will include access to directed readings, online discussion forums, wiki sites and embedded content from a variety of other settings. Whilst directed readings and tasks will be provided via VLE platforms such as Aula and Google Classroom, students will be encouraged and expected to take responsibility for their learning by contributing to the activities provided, making decisions about which additional content to access and uploading their additional materials for distribution and discussion among the student body. The ethos underpinning assessment for the MSc International Events Management is that, wherever possible, assessment should be linked not only to the demonstration of theoretical and conceptual knowledge and skill-sets appropriate to the level of study but also should aim to assess these in a context which reflects practical nature of the industry into which students will graduate. As such, the MSc International Events Management programme makes use of a range of practically focused assignments, asking students to reports, case studies, portfolios, presentations and other assessment formats which will replicate the types of practice graduates will be expected to undertake in their typical working life upon completion of the programme.

Any additional costs

Graduate Attributes, Employability & Personal Development Planning

Upon completion of the course, students will have attained SCQF level 11 skills in relation to employment and PDP. In knowledge and understanding and practice, cognitive skills, communication, ICT and numeracy, and in autonomy, accountability and working with others. The processes of reflection and independent learning are strongly emphasised with the events discipline and this programme will endeavour to support student develop these skills.

As a graduate from UWS you will be:

- Universal - globally relevant with comprehensively applicable abilities, skills and behaviours
- Work ready - dynamic and prepared for employment in complex, ever-changing environments which require lifelong learning and resilience
- Successful - as a UWS graduate with a solid foundation on which to continue succeeding and realising your potential, across various contexts.

Through studying and graduating from UWS, you will develop attributes across three dimensions:

- Academic – knowledge, skills and abilities related to high-level academic study
- Personal – qualities and characteristics of well-rounded, developed, responsible individuals
- Professional – skills, aptitudes and attitudes required for professional working life in the 21st Century

The underpinning attributes are developed through the key skills and competencies you will learn as part of your postgraduate degree programme.

Work Based Learning/Placement Details

There are no formal arrangements for Work-based learning and/or placement opportunities. The programme encourages students to experience work-based learning through volunteering and other roles. Students interested in work-based learning can take the Developing Professional Practice module instead of Dissertation. The module will provide the students work through a partnership agreement with the employer to develop a project that reflects the sector and relevant contextual factors related to the programme of study.

Attendance and Engagement

In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this programme, academic engagement equates to the following:

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

The students in the MSC IEM are very diverse and come from various world regions. As such we actively promote a learning and teaching environment that is inclusive and diverse. The learning spaces both online and on-campus will create spaces and resources that foster the exchange of ideas and dialogues among the members of our UWS community to learn about all cultures and knowledge systems in the curriculum.

Programme structures and requirements, SCQF level, term, module name and code, credits and awards (Chapter 1, Regulatory Framework)

Learning Outcomes

SCQF LEVEL 11 - Postgraduate Certificate (PgCert) Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate a critical and integrated understanding of some core areas of events management which may include issues including operations management, place branding and critical event studies.
A2	Describe and critically assess the impact of national and organisational cultures for international events management.
A3	Demonstrate a critical understanding of the economic and socio-cultural development of the international events sector.
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	Use a range of specialist skills, techniques and practices associated with some functional areas of events management
B2	Apply relevant knowledge and understanding to a range of complex situations taking account of its relationship and interaction with other areas of the organisation
B3	Demonstrate originality and creativity in applying knowledge and understanding to a range of situations and problems within the events sector
B4	
B5	
Communication, ICT and Numeracy Skills	
C1	Use a range of advanced skills including academic writing and referencing skills, analysis and interpretation of complex information and the use of appropriate ICT skills to aid dissemination of information
C2	Communicate fluently and engage in discourse with lecturers, fellow students and external stakeholders, for example members of the business community and sector experts, and demonstrate the ability to convey complex ideas and concepts effectively
C3	Effectively use communication and team skills through presentations, role play and group exercises
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Identify, conceptualise and analyse new and abstract problems and issues related to the changing international events environment
D2	Critically review and consolidate knowledge relating to complex business situations
D3	
D4	

D5	
Autonomy, Accountability and Working with Others	
E1	Exercise substantial autonomy and initiative in professional and equivalent activities
E2	Be self-directed and take responsibility for own study and using own initiative
E3	Develop time management skills to schedule and manage own and, where appropriate, others activities
E4	Use initiative to cooperate and share learning with fellow students and, where appropriate, demonstrate leadership in teams
E5	Demonstrate reflective practice relating to personal development and business practice

Postgraduate Certificate (PgCert) Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	TOUR11005	Critical Event Studies	20	☒	☐	☐	
11	MARK11033	Digital Branding	20	☒	☐	☐	
11	TOUR11007	Practical Issues in Events	20	☒	☐	☐	
11	MARK11019	Creative Research	20	☐	☒	☐	
11	TOUR11006	Politics and Policy in Events and Tourism	20	☐	☒	☐	
				☐	☐	☐	
Footnotes for Core Modules For PgCert, you would take 3 core modules (60 credits) from the above list.							

Postgraduate Certificate (PgCert) Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 11- Postgraduate Certificate (PgCert) **Criteria for Award** *Please refer to UWS Regulatory Framework for related regulations*
Students completing any 60 credits of taught core modules are eligible for the exit award of the Postgraduate Certificate in International Events Management. Out of the 60 credits, a minimum of 40 must be at SCQF Level 11 and none less than SCQF Level 10. No Distinction is awarded at PgCert level (Regulation 3.25). Links: UWS Regulatory Framework; and Student Experience Policy Statement.

SCQF LEVEL 11 - Postgraduate Diploma (PgDip) Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate a critical and integrated understanding of some core areas of events management which may include issues including operations management, place branding and critical event studies
A2	Describe and critically assess the impact of national and organisational cultures for international events management
A3	Demonstrate a critical understanding of the economic and socio-cultural development of the international events sector
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	Use a range of specialist skills, techniques and practices associated with some functional areas of events management
B2	Apply relevant knowledge and understanding to a range of complex situations taking account of its relationship and interaction with other areas of the organisation
B3	Demonstrate originality and creativity in applying knowledge and understanding to a range of situations and problems within the events sector
B4	
B5	
Communication, ICT and Numeracy Skills	
C1	Use a range of advanced skills including academic writing and referencing skills, analysis and interpretation of complex information and the use of appropriate ICT skills to aid dissemination of information
C2	Communicate fluently and engage in discourse with lecturers, fellow students and external stakeholders, for example members of the business community and sector experts, and demonstrate the ability to convey complex ideas and concepts effectively
C3	Effectively use communication and team skills through presentations, role play and group exercises
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Identify, conceptualise and analyse new and abstract problems and issues related to the changing international events environment
D2	Critically review and consolidate knowledge relating to complex business situations
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	Exercise substantial autonomy and initiative in professional and equivalent activities

E2	Be self-directed and take responsibility for own study and using own initiative
E3	Develop time management skills to schedule and manage own and, where appropriate, others activities
E4	Use initiative to cooperate and share learning with fellow students and, where appropriate, demonstrate leadership in teams
E5	Demonstrate reflective practice relating to personal development and business practice

Postgraduate Diploma (PgDip) Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	TOUR11005	Critical Event Studies	20	☒	☐	☐	
11	MARK11033	Digital Branding	20	☒	☐	☐	
11	TOUR11007	Practical Issues in Events	20	☒	☐	☐	
11	MARK11019	Creative Research	20	☐	☒	☐	
11	TOUR11006	Politics and Policy in Events and Tourism	20	☐	☒	☐	
				☐	☐	☐	

Footnotes for Core Modules

For PgD you would take 5 core modules (100 credits) from the above list and an additional optional module.

Postgraduate Diploma (PgDip) Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	MARK11034	Content and Media Management	20	☐	☒	☐	
11	MARK11021	Digital Marketing Theory	20	☐	☒	☐	
11	TOUR11014	Critical Concepts in Tourism	20	☐	☒	☐	
11	TOUR11015	The Future of Tourism	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

For PgD You would also take one optional module (20 credits) from the above list of modules.

Level 11- Postgraduate Diploma (PgDip)

Criteria for Award *Please refer to UWS Regulatory Framework for related regulations*
Students completing all 120 credits of taught modules are eligible for the exit award of the Postgraduate Diploma in International Events Management. Out of the 120 credits, students must achieve a minimum of 100 credits at SCQF Level 11 and none less than SCQF Level 10. Links: UWS Regulatory Framework; and Student Experience Policy Statement.

SCQF LEVEL 11 – Masters Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate a critical and integrated understanding of some core areas of events management which may include issues including operations management, place branding and critical event studies
A2	Describe and critically assess the impact of national and organisational cultures for international events management
A3	Demonstrate a critical understanding of the economic and socio-cultural development of the international events sector
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	Use a range of specialist skills, techniques and practices associated with some functional areas of events management
B2	Apply relevant knowledge and understanding to a range of complex situations taking account of its relationship and interaction with other areas of the organisation
B3	Demonstrate originality and creativity in applying knowledge and understanding to a range of situations and problems within the events sector
B4	
B5	
Communication, ICT and Numeracy Skills	
C1	Use a range of advanced skills including academic writing and referencing skills, analysis and interpretation of complex information and the use of appropriate ICT skills to aid dissemination of information
C2	Communicate fluently and engage in discourse with lecturers, fellow students and external stakeholders, for example members of the business community and sector experts, and demonstrate the ability to convey complex ideas and concepts effectively
C3	Effectively use communication and team skills through presentations, role play and group exercises
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Identify, conceptualise and analyse new and abstract problems and issues related to the changing international events environment
D2	Critically review and consolidate knowledge relating to complex business situations
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	Exercise substantial autonomy and initiative in professional and equivalent activities
E2	Be self-directed and take responsibility for own study and using own initiative

E3	Develop time management skills to schedule and manage own and, where appropriate, others activities
E4	Use initiative to cooperate and share learning with fellow students and, where appropriate, demonstrate leadership in teams
E5	Demonstrate reflective practice relating to personal development and business practice

Masters Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	TOUR11005	Critical Events Studies	20	☒	☐	☐	
11	MARK11033	Digital Branding	20	☒	☐	☐	
11	TOUR11007	Practical Issues in Events	20	☒	☐	☐	
11	MARK11019	Creative Research	20	☐	☒	☐	
11	TOUR11006	Politics and Policy in Events and Tourism	20	☐	☒	☐	
11	MARK11024	Marketing, Events and Tourism Dissertation	60	☒	☒	☒	

Footnotes for Core Modules

Students will have a choice to take the module Developing Professional Practice (BUSN11126) instead of Marketing, Events and Tourism Dissertation. Developing Professional Practice is designed to put theory into practice and students will work through a partnership agreement with the employer to develop a project that reflects the sector and relevant contextual factors.

Masters Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	MARK11034	Content and Media Management	20	☐	☒	☐	
11	MARK11021	Digital Marketing Theory	20	☐	☒	☐	
11	TOUR11014	Critical Concepts in Tourism	20	☐	☒	☐	
11	TOUR11015	The Future of Tourism	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

For Masters degree: You would also take one optional module (20 credits) from the above list of modules.

Level 11- Masters **Criteria for Award** ***Please refer to UWS Regulatory Framework for related regulations***
Students completing all 180 credits (including 6 core modules) are eligible for the exit award of the MSc International Events Management. Out of the 180 credits, students must achieve a minimum of 150 credits at SCQF Level 11 and none less than SCQF Level 10. Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26) Links: UWS Regulatory Framework; and Student Experience Policy Statement.

Regulations of Assessment
Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework. An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module is provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework. To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.

Combined Studies
There may be instances where a student has been unsuccessful in meeting the award criteria for the named award and for other more generic named awards existing within the School. Provided that they have met the credit requirements in line with the SCQF credit minima (please see Regulation 1.21), they will be eligible for a Combined Studies award (please see Regulation 1.61). For students studying at Level 11, they will normally be eligible for an exit award of PgCert / PgDip / Masters in Combined Studies.

Version no: 1

Change/Version Control

What	**When**	**Who**
Updated Links: • Academic Engagement Procedure	19/10/2023	C Winter

• Equality and Diversity • University Regulatory Framework • Removed invalid links		
Guidance Note 2023-24 provided	12/12/23	D Taylor
General housekeeping to text across sections and addition of links and some specific guidance.	12/12/23	D Taylor