

University of the West of Scotland

Postgraduate Programme Specification

Session: 2023/24

Last modified: 09/05/2023 14:05:30

Status: Validated

Named Award Title:	MSc International Events Management
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Award Title for Each Award:	MSc International Events Management PG Dip International Events Management PG Cert International Events Management
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Date of Validation:	April 2015
Details of Cohorts Applies to:	New programme

Awarding Institution/Body:	University of the West of Scotland
Teaching Institution:	University of the West of Scotland
Language of Instruction & Examination:	English
Award Accredited By:	
Maximum Period of Registration:	Full Time 2 year; Part time 4 Years
Mode of Study:	Full Time Part Time
Campus:	Paisley

School:	School of Business & Creative Industries
Programme Board	Marketing, Innovation, Tourism & Events
Programme Leader:	Dr. Kalyan Bhandari

Admission 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 Qualification

Bachelor Degree

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

The events industry, in Scotland and beyond is growing at a rapid pace. At present, it is estimated that there are 530,000 people employed within the UK events sector, with events such as the 2012 London Olympics and 2015 Rugby World Cup bringing worldwide attention to the nation. In recent years Scotland has played host to the 2014 Commonwealth Games and Ryder Cup and maintains a portfolio of annual events which includes T in the Park, Celtic Connections and the Edinburgh International Festival. These events contribute to a sector worth £36.1bn per year to the national economy. At a global level, nations the world over are increasingly recognising the value of events as a major element of development strategies and nation building projects with emerging economies such as Brazil (2014 FIFA World Cup, 2016 Olympics), Russia (2018 FIFA World Cup), China (2008 Olympics) and Qatar (2022 FIFA World Cup) pursuing hosting rights for mega-events. As 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.

Modules within the programme, with exception of work-based learning and dissertation modules, share a standard delivery model based around four hours of contact time per module per week, two hours of which are provided online and two hours of which are face to face delivery. The online content consists of one hour of traditional lecture content, delivered via video lecture. This hour provides the theoretical and conceptual knowledge and content for each module. The second recorded hour takes the form of a "conversation". In each conversation 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, policy makers 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 final two hours take the form of a tutorial or workshop, 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 fora, wiki sites and embedded content from a variety of other settings. Whilst directed readings and tasks will be provided via the CampusMoodle platform, students will be encouraged and expected to take responsibility for their own learning by contributing to the activities provided, making decisions about which additional content to access and uploading their own 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 that it should aim to assess these in a context which reflects to 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.

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

Engagement

In line with the **Academic Engagement Procedure**, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time.

Equality and Diversity

Further information on the institutional approach to Equality, Diversity and Inclusion can be accessed at the following link: <https://www.uws.ac.uk/about-uws/uws-commitments/equality-diversity-inclusion/>

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

A. PG Cert

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.
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
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
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
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

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

* Indicates that module descriptor is not published.

Footnotes

Criteria for Progression and Award

Students will be awarded the PG Cert in International Events Management when they have successfully obtained a total of 60 credits of which a minimum of 40 are at least SCQF 11.

Students completing the required modules and who satisfy the above criteria are eligible for the exit award of the Postgraduate Certificate in International Events Management.

B. PG Dip

Learning Outcomes (Maximum of 5 per heading)

Knowledge and Understanding	
A1	Develop a critical and integrated understanding of core areas of events management including operations management, policy and strategy, research methods, critical event studies, the production, consumption and regulation of events, within both the national and global context
A2	Develop an extensive and in-depth knowledge and understanding of strategic operations within the events sector and how this contributes to development and growth at the national and global level
A3	Demonstrate a critical awareness and understanding of the key theories, concepts and principles within events management
Practice - Applied Knowledge and Understanding	
B1	Use a significant range of advanced research methods and techniques of inquiry
B2	Demonstrate originality and creativity in analysing applied case material within specialised events disciplines
B3	Use a range of the principal skills and practices associated with relationship strategies for business markets
Communication, ICT and Numeracy Skills	
C1	Communicate fluently to peers and tutors, conveying knowledge, analysis and interpretation of academic and applied material within events management
C2	Utilise software and numerical skills to enhance synthesis and analysis of key events management concepts
C3	Using a variety of skills such as researching, writing and presenting reports
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Develop original and creative responses to the analysis, evaluation and synthesis of data and other material
D2	Identify, conceptualise and analyse new and abstract problems and issues related to the changing international events environment.
D3	Critically review and consolidate knowledge relating to complex international events situations
D4	Review and judge academic and applied case material within the subject area
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

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

* Indicates that module descriptor is not published.

Footnotes

Criteria for Progression and Award

Students will be awarded the PG Dip in International Events Management when they have successfully obtained a total of 120 credits of which a minimum of 100 are at least SCQF 11.

Students completing the required modules and who satisfy the above criteria are eligible for the exit award of the Postgraduate Diploma in International Events Management.

C. Masters

Learning Outcomes (Maximum of 5 per heading)

Knowledge and Understanding	
A1	Demonstrate extensive, detailed and critical knowledge of the literature relevant to events management
A2	Display a critical understanding of a range of specialised theories, principles and concepts relevant to events management
A3	Display a critical awareness of current issues relevant to the international events industry and related areas
Practice - Applied Knowledge and Understanding	
B1	Apply a significant range of skills, techniques and practices associated with events management.
B2	Critically evaluate research and a range of information and evidence
B3	Apply an appropriate research strategy to the selection and distillation of relevant information from a wide range of sources and a large body of knowledge
B4	Analyse, evaluate and interpret evidence and theory underpinning a specific international events management project
B5	Select and apply appropriate research techniques for data and information collection to enable the successful completion of a major piece of independent research
Communication, ICT and Numeracy Skills	
C1	Utilise a range of written skills to compare and contrast literature
C2	Use appropriate software to analyse data
C3	Undertake critical evaluations of a range of numerical and graphical material
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Critically review, consolidate and extend knowledge through the production of a dissertation
D2	Demonstrate analysis of complex issues and make informed judgements in the absence of complete or inconsistent data/information
Autonomy, Accountability and Working With Others	
E1	Demonstrate the ability to interact with supervisors in an effective manner
E2	Demonstrate reflective practice
E3	Deal with complex ethical and professional judgements on key issues
E4	Demonstrate an ability to manage time and resources

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
11	MARK11019	Creative Research	20				T2
11	TOUR11005	Critical Event Studies	20				T1
11	MARK11033	Digital Branding	20				T1
11	MARK11024	Marketing, Events and Tourism Dissertation	60			✓	T3
11	TOUR11006	Politics and Policy in Events and Tourism	20				T2
11	TOUR11007	Practical Issues in Events	20				T1

* Indicates that module descriptor is not published.

Footnotes

Students will have a choice to take 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.

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
11	MARK11034	Content and Media Management	20				T2
11	MARK11021	Digital Marketing Theory	20				T2

* Indicates that module descriptor is not published.

Footnotes

Criteria for Award

To successfully complete the Masters stage of the MSc International Events Management, a student must achieve a minimum grade of C in the dissertation and 180 credits of which a minimum of 160 are at least SCQF11.

A distinction will be awarded to students who meet the criteria set out in the University Regulations - 7.5.2 (d) – Award of Distinction

Where a student has met the credit requirements for an award in line with SCQF credit minima (see Regulation 1.21), but cannot continue on the named award, the School Board of Examiners is empowered to make an exit award of PgC/PgD in Combined Studies.

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 an exit award of PgCert/ PgDip in Combined Studies.

Changes

Changes made to the programme since it was last published:

The programme specification reflects the portfolio changes proposed and approved in summer 2020.

Version Number: 1.05