

**University of the West of Scotland**  
**Postgraduate Programme Specification**

**Session: 2024/25****Last Modified: 26/03/2024****Status: Published**

1	<b>Named Award Title:</b>	<b>MSc International Events Management</b>
2	<b>Award Title for Each Award: <sup>1</sup></b>	<b>MSc International Events Management PG Dip International Events Management PG Cert International Events Management</b>
3	<b>Date of Validation / Approval:</b>	April 2015
4	<b>Details of Cohorts Applies to:</b>	New Programme
5	<b>Awarding Institution/Body:</b>	<b>University of the West of Scotland</b>
6	<b>Teaching Institution(s)<sup>2</sup>:</b>	<b>University of the West of Scotland</b> [click here to add detail]
7	<b>Language of Instruction &amp; Examination:</b>	<b>English</b>
8	<b>Award Accredited By:</b>	
9a	<b>Maximum Period of Registration:</b>	<a href="https://www.uws.ac.uk">Authorised Interruption Guidance notes (uws.ac.uk)</a>
9b	<b>Duration of Study:</b>	Full Time – 2 years; Part Time – 4 years;
10	<b>Mode of Study:</b>	Full Time and Part Time
11	<b>Campus:</b>	Paisley
12	<b>School:</b>	School of Business & Creative Industries
13	<b>Programme Board:</b>	Marketing, Innovation, Tourism & Events
14	<b>Programme Leader:</b>	Dr. Kalyan Bhandari

**15. 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 Qualifications:**

<sup>1</sup> Include main award and all exit awards e.g. PgD, MSc

<sup>2</sup> University of the West of Scotland and include any collaborative partner institutions involved in delivery.

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).

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**Other Required Qualifications/Experience**

Applicants may also be considered with other academic, vocational, or professional qualifications deemed to be equivalent.

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**Further desirable skills pre-application (i.e. to satisfy additional PSRB requirements or other)**

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.

16	<p data-bbox="256 203 494 235"><b>General Overview</b></p> <p data-bbox="256 257 1417 728">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 megaevents. 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.</p> <p data-bbox="256 750 1417 851">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:</p> <ul data-bbox="304 873 1422 1220" style="list-style-type: none"> <li>• a critical understanding of the historic, theoretical and conceptual body of knowledge relating to the production, consumption and regulation of international events.</li> <li>• 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.</li> <li>• a critical understanding of the range of practical and operational skills required to successfully deliver an event or portfolio of events.</li> <li>• a range of complex analytical skills and abilities, including research skills, in order to critically examine existing practices within the events industry.</li> </ul> <p data-bbox="256 1232 1417 1433">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.</p> <p data-bbox="256 1456 1417 1590">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.</p> <p data-bbox="256 1612 1417 2018">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, 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 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, 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 two hours of tutorial or workshop is delivered in a face-to-face setting.</p>
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	<p>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 VLE platforms such as Aula and Google Classroom, 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.</p>
17	<p><b>Graduate Attributes, Employability &amp; Personal Development Planning</b></p>
	<p>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.</p> <p>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.</p> <p>As a graduate from UWS you will be:</p> <ul style="list-style-type: none"> <li>• <b>Universal</b> - globally relevant with comprehensively applicable abilities, skills and behaviours</li> <li>• <b>Work ready</b> - dynamic and prepared for employment in complex, ever-changing environments which require lifelong learning and resilience</li> <li>• <b>Successful</b> - as a UWS graduate with a solid foundation on which to continue succeeding and realising your potential, across various contexts.</li> </ul> <p>Through studying and graduating from UWS, you will develop attributes across three dimensions:</p> <ul style="list-style-type: none"> <li>• <b>Academic</b> – knowledge, skills and abilities related to high-level academic study</li> <li>• <b>Personal</b> – qualities and characteristics of well-rounded, developed, responsible individuals</li> <li>• <b>Professional</b> – skills, aptitudes and attitudes required for professional working life in the 21st Century</li> </ul> <p>The underpinning attributes are developed through the key skills and competencies you will learn as part of your postgraduate degree programme.</p>

<b>18</b>	<b>Work Based Learning/Placement Details</b>
<b>19</b>	<b>Attendance and Engagement</b>
	In line with the <a href="#">Student Attendance and Engagement Procedure</a> , 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 VLE, and complete assessments and submit these on time.
<b>20</b>	<b>Equality and Diversity</b>
	The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: <a href="#">UWS Equality, Diversity and Human Rights Code</a> .

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

<b>21</b>	<b>Learning Outcomes (Maximum of 5 per heading)</b>
	<p>Outcomes should incorporate those applicable in the relevant QAA Benchmark statements.</p> <p>Please ensure that Learning Outcomes are appropriate for the level of study. Further information is available via SCQF: <a href="https://scqf.org.uk/support/support-for-educators-and-advisers/support-for-colleges-heis/">https://scqf.org.uk/support/support-for-educators-and-advisers/support-for-colleges-heis/</a> and a Level Descriptors tool is available (<a href="#">SCQF Level Descriptors Tool   Scottish Credit and Qualifications Framework</a>) and ensure appropriate cognisance of Chapter 1, Regulatory Framework. <a href="https://www.uws.ac.uk/media/6514/regulatory-framework-2023-2024.pdf">https://www.uws.ac.uk/media/6514/regulatory-framework-2023-2024.pdf</a></p>

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<b>SCQF LEVEL 11 - Postgraduate Certificate (PgCert)</b>	
<b>Learning Outcomes (Maximum of 5 per heading)</b>	
<b>Knowledge and Understanding</b>	
<b>A1</b>	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.
<b>A2</b>	Describe and critically assess the impact of national and organisational cultures for international events management.
<b>A3</b>	Demonstrate a critical understanding of the economic and socio-cultural development of the international events sector.

<b>A4</b>	
<b>A5</b>	
<b>Practice - Applied Knowledge and Understanding</b>	
<b>B1</b>	Use a range of specialist skills, techniques and practices associated with some functional areas of events management
<b>B2</b>	Apply relevant knowledge and understanding to a range of complex situations taking account of its
<b>B3</b>	relationship and interaction with other areas of the organisation
<b>B4</b>	Demonstrate originality and creativity in applying knowledge and understanding to a range of situations and problems within the events sector
<b>B5</b>	
<b>Communication, ICT and Numeracy Skills</b>	
<b>C1</b>	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.
<b>C2</b>	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
<b>C3</b>	Effectively use communication and team skills through presentations, role play and group exercises
<b>C4</b>	
<b>C5</b>	
<b>Generic Cognitive Skills - Problem Solving, Analysis, Evaluation</b>	
<b>D1</b>	Identify, conceptualise and analyse new and abstract problems and issues related to the changing international events environment
<b>D2</b>	Critically review and consolidate knowledge relating to complex business situations
<b>D3</b>	
<b>D4</b>	
<b>D5</b>	
<b>Autonomy, Accountability and Working With Others</b>	
<b>E1</b>	Exercise substantial autonomy and initiative in professional and equivalent activities

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

### Learning Outcomes – Postgraduate Certificate (PgCert) Core Modules

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

Footnotes for Core Modules:

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### Learning Outcomes - Postgraduate Certificate (PgCert) Optional Modules

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

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Footnotes for option modules

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<b>22a</b>	<b>Level 11 – Postgraduate Certificate (PgCert) Criteria for Progression and Award</b>
	<p>In line with the Regulatory Framework, for the award of <b>Postgraduate Certificate (PgC) in International Events Management</b>, at least 60 credit points must be achieved of which a minimum of 40 are at SCQF Level 11 and none less than SCQF Level 10.</p> <p>No Distinction is awarded at PgCert level (Regulation 3.25).</p> <p>Links: <a href="#">UWS Regulatory Framework</a>; and <a href="#">Student Experience Policy Statement</a>.</p>

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<b>Level 11 – Postgraduate Diploma (PgDip) Learning Outcomes (Maximum of 5 per heading)</b>	
<b>Knowledge and Understanding</b>	
<b>A1</b>	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.
<b>A2</b>	Describe and critically assess the impact of national and organisational cultures for international events management.
<b>A3</b>	Demonstrate a critical understanding of the economic and socio-cultural development of the international events sector.
<b>A4</b>	
<b>A5</b>	
<b>Practice - Applied Knowledge and Understanding</b>	
<b>B1</b>	Use a range of specialist skills, techniques and practices associated with some functional areas of events management
<b>B2</b>	Apply relevant knowledge and understanding to a range of complex situations taking account of its
<b>B3</b>	relationship and interaction with other areas of the organisation
<b>B4</b>	Demonstrate originality and creativity in applying knowledge and understanding to a range of situations and problems within the events sector



<b>B5</b>	
<b>Communication, ICT and Numeracy Skills</b>	
<b>C1</b>	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.
<b>C2</b>	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
<b>C3</b>	Effectively use communication and team skills through presentations, role play and group exercises
<b>C4</b>	
<b>C5</b>	
<b>Generic Cognitive Skills - Problem Solving, Analysis, Evaluation</b>	
<b>D1</b>	Identify, conceptualise and analyse new and abstract problems and issues related to the changing international events environment
<b>D2</b>	Critically review and consolidate knowledge relating to complex business situations
<b>D3</b>	
<b>D4</b>	
<b>D5</b>	
<b>Autonomy, Accountability and Working With Others</b>	
<b>E1</b>	Exercise substantial autonomy and initiative in professional and equivalent activities
<b>E2</b>	Be self-directed and take responsibility for own study and using own initiative
<b>E3</b>	Develop time management skills to schedule and manage own and, where appropriate, others activities
<b>E4</b>	Use initiative to cooperate and share learning with fellow students and, where appropriate, demonstrate leadership in teams
<b>E5</b>	Demonstrate reflective practice relating to personal development and business practice

### Learning Outcomes – Postgraduate Diploma (PgD) Core Modules

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


**Footnotes for Core Modules:**

**Learning Outcomes - Postgraduate Diploma (PgD) Optional Modules**

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

**Footnotes for option modules**

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<b>22b</b>	<b>Level 11 - PgDip Criteria for Progression and Award</b>
	<p><b>Refer to Guidance note.</b></p> <p>There is <u>no progression</u> within stages at SCQF Level 11.</p> <p>In line with the Regulatory Framework, for the award of <b>Postgraduate Diploma (PgD) in International Events Management</b>, at least 120 credit points must be achieved (including</p>

	<p>all core modules) of which a minimum of 90 are at SCQF Level 11 and none less than SCQF Level 10.</p> <p>Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 &amp; 3.26)</p> <p>Links: <a href="#">UWS Regulatory Framework</a>; and <a href="#">Student Experience Policy Statement</a>.</p>
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<b>SCQF LEVEL 11 - MASTERS Learning Outcomes (Maximum of 5 per heading)</b>	
<b>Knowledge and Understanding</b>	
<b>A1</b>	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.
<b>A2</b>	Describe and critically assess the impact of national and organisational cultures for international events management.
<b>A3</b>	Demonstrate a critical understanding of the economic and socio-cultural development of the international events sector.
<b>A4</b>	
<b>A5</b>	
<b>Practice - Applied Knowledge and Understanding</b>	
<b>B1</b>	Use a range of specialist skills, techniques and practices associated with some functional areas of events management
<b>B2</b>	Apply relevant knowledge and understanding to a range of complex situations taking account of its
<b>B3</b>	relationship and interaction with other areas of the organisation
<b>B4</b>	Demonstrate originality and creativity in applying knowledge and understanding to a range of situations and problems within the events sector
<b>B5</b>	
<b>Communication, ICT and Numeracy Skills</b>	
<b>C1</b>	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.
<b>C2</b>	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

<b>C3</b>	Effectively use communication and team skills through presentations, role play and group exercises
<b>C4</b>	
<b>C5</b>	
<b>Generic Cognitive Skills - Problem Solving, Analysis, Evaluation</b>	
<b>D1</b>	Identify, conceptualise and analyse new and abstract problems and issues related to the changing international events environment
<b>D2</b>	Critically review and consolidate knowledge relating to complex business situations
<b>D3</b>	
<b>D4</b>	
<b>D5</b>	
<b>Autonomy, Accountability and Working With Others</b>	
<b>E1</b>	Exercise substantial autonomy and initiative in professional and equivalent activities
<b>E2</b>	Be self-directed and take responsibility for own study and using own initiative
<b>E3</b>	Develop time management skills to schedule and manage own and, where appropriate, others activities
<b>E4</b>	Use initiative to cooperate and share learning with fellow students and, where appropriate, demonstrate leadership in teams
<b>E5</b>	Demonstrate reflective practice relating to personal development and business practice

### Learning Outcomes - MASTERS 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	✓	✓	✓	T1,T2,T3
11	TOUR11006	Politics and Policy in Events and Tourism	20		✓		T2

11	TOUR11007	Practical Issues in Events	20	✓			T1
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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.

### Learning Outcomes - MASTERS 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
11		Critical Concepts in Tourism (Proposed)			✓		
11		Future of Tourism (Proposed)			✓		

Footnotes for option modules

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<b>22c</b>	<b>Level 11 MASTERS Criteria for Award</b>
	<p>In line with the Regulatory Framework, for the award of Masters in International Events Management, at least 180 credit points must be achieved (including 6 core modules) of which a minimum of 150 are at SCQF Level 11 and none less than SCQF Level 10.</p> <p>Those students who achieve the above shall be eligible for the Masters in International Events Management.</p>

	<p>Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 &amp; 3.26)</p> <p>Links: <a href="#">UWS Regulatory Framework</a>; and <a href="#">Student Experience Policy Statement</a>.</p>
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<b>23</b>	<b>Regulations of Assessment</b>
<p>Candidates will be bound by the general assessment regulations of the University as specified in the <a href="#">University Regulatory Framework</a> .</p> <p>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.</p> <p>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.</p>	
<b>24</b>	<b>Combined Studies</b>
<p>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).</p> <p>For students studying at Level 11, they will <i>normally</i> be eligible for an exit award of PgCert / PgDip / Masters in Combined Studies.</p>	

### Change/Version Control

#### Changes made to the programme since it was last published:

What	When	Who
<p><u>Updated Links:</u></p> <ul style="list-style-type: none"> <li>• Academic Engagement Procedure</li> <li>• Equality and Diversity</li> <li>• University Regulatory Framework</li> <li>• Removed invalid links</li> </ul>	19/10/2023	C Winter
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

Addition of Duration of Study and some other text – for CMA.		
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**Version Number: PG 1 (2023-24)**