

University of the West of Scotland

Undergraduate Programme Specification

Session: 2023/24

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Status: Published

Named Award Title:	BA (Hons) Events Management Single
Award Title for Each Award:	BA (Hons) Events Management BA Events Management Dip HE Business Cert HE Business
Date of Validation:	March 2017
Details of Cohorts Applies to:	All entering SCQF 8 from September 2023

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:	N/A
Maximum Period of Registration:	
Mode of Study:	Full Time Part Time
Campus:	Paisley

School:	School of Business & Creative Industries
Programme Board	Marketing, Innovation, Tourism & Events
Programme Leader:	Briony Sharp

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:

SQA National Qualifications

Grades B, B, B, C @ Higher including English. Mathematics at least at standard grade

or GCE

Grades C,C,C @ A level plus 3 GCSEs including English and Mathematics

or SQA National Qualifications/Edexcel Foundation

An appropriate HNC/HND award in either Events, Hospitality, Tourism and Business Management with the level of entry and/or credit being awarded being subject to the content of the HN programme

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

Direct Entry is possible to the Events Management programme at SCQF Levels 8 and 9, with the necessary

qualifications or pre-requisites. Support arrangements are in place to assist the integration of those students joining the programme in this way. For advanced entry at L9 it is essential that students have had experience of staging at least one live event.

Other Required Qualifications/Experience

N/A

Further desirable skills pre-application

University Admissions criteria apply

General Overview

Students studying for a Single title in Events Management are expected to achieve all of the learning outcomes in this programme specification. The overall aim of the programme is to produce high quality Events practitioners and professionals able to make an effective contribution to a variety of organisations in the Events Management and related sectors of the economy.

This programme develops students' intellectual and imaginative powers, their understanding and judgement, their abilities to resolve problems effectively and see the relevance of a wide variety of approaches fundamental to Events related businesses. It should stimulate an analytical and creative approach, encouraging independent judgement and critical self-awareness directed to continual improvement in the Events sector. The UWS Graduate Attributes of Universal, Work Ready and Universal are skill sets designed to provide students with generic and specialist transferable skills relevant to their chosen career paths.

On completion of their Honours degree, graduates may follow a variety of routes at post-graduate level both within the University and at other Higher Education Institutions. They may also pursue professional qualifications in their chosen specialist area of study.

The programme combines a range of specialist events modules with others drawn from the wider School of Business and Creative Industries framework. Modules are normally a blend of lecture, tutorial, presentations, practical session and where possible site visits. Lectures, a combination of pre-recorded and in some cases face to face, introduce and develop the principles of the subject areas, with tutorial and practical workshop sessions designed to confirm and enhance understanding. Skills are developed through practical activities, seminar discussions, industry visits, interactive group exercises, case study analysis and feedback.

Achievement of such skills is assessed through a variety of means including but not limited to coursework, tutorial participation and presentations. Transferable skills are developed through; for example, group working interaction and team leadership exercises.

The programme will be divided in 4 years each of them with a conceptual approach:

1st years – Foundation Year

2nd year - Operational Year

3rd year – Managerial Year

4th year – Strategic Year

Graduate Attributes, Employability & Personal Development Planning

Based on the QAA Subject Benchmarks the new programme will develop the necessary skills and experiences to operate in the events sector and the deeper cognitive skills required for a graduate career within the industry. The programme curriculum goes beyond the qualification, enabling students to engage with industry standard activities designed around practice-based, transformational education experiences. Learning outcomes throughout the programme are designed to ensure that, in addition to the development of knowledge and understanding of the business and its components, students will have the opportunity to develop those skills and attributes valued by employers. The programme has embedded employability into the core curriculum, through the ASPIRE modules ensuring that all students are exposed to the development of key skills and have the opportunity to reflect on their own personal development. Employability skills development is continually reinforced throughout the programme.

Work Based Learning/Placement Details

Whilst there are no formal requirements to undertake a work placement all students are encouraged to find industry experience through volunteering at events. For those working in the industry it may be possible to undertake a work related learning option module PDE2 at level 9.

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. Learning Outcomes (Maximum of 5 per heading)

Outcomes should incorporate those applicable in the relevant QAA Benchmark statements

Knowledge and Understanding	
A1	Develop and demonstrate learning skills appropriate for business study.
A2	Demonstrate knowledge and understanding of Events Management concepts.
A3	Understand the multidisciplinary nature of Events Management including marketing, finance, human resource management and business in a global context
A4	Recognise the evolving nature of Event Management in a national and global context
Practice - Applied Knowledge and Understanding	
B1	Apply knowledge of a range of concepts, values and principles of Events Management in the context of the subject at this level
B2	Practice and apply relevant business and management information to a range of situations to enhance employment in the Events industry
B3	Use information and communications technology as appropriate to Events Management
Communication, ICT and Numeracy Skills	
C1	Use appropriate communication, information technology and numeracy skills
C2	Develop professional presentation and reporting techniques for working in industry
C3	Utilise a wide range of skills for the gathering, basic analysis and presentation of routine information, ideas and concepts
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	List and use problem-solving approaches relevant to business management and the Events sector.
D2	Analyse the operational requirements of a range of Events.
D3	Implement basic evaluation techniques relevant to Events.
Autonomy, Accountability and Working With Others	

E1	Work with others to support development of active learning, reflective practice and personal development planning
E2	Exercise some initiative and independence in carrying out defined activities independently or as part of a team under guidance
E3	Accept responsibility for learning and engage in self and peer reflection

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
7	APPD07001	ASPIRE	20	✓	✓		
7	ACCT07016	Business Finance	20		✓		
7	TOUR07006	Discovering Live Events	20	✓	✓		
7	HURM07001	Introducing People Management	20	✓			
7	MARK07006	Introduction to Marketing	20	✓			

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
7	BUSN07050	Entrepreneurial Opportunity	20		✓		
7	FREN07005	Introduction to French 1	10				
7	FREN07006	Introduction to French 2	10				
7	SPAN07007	Introduction to Spanish 1	10				
7	SPAN07008	Introduction to Spanish 2	10				
7	TOUR07007	Tourism & The Experience Economy	20		✓		

* Indicates that module descriptor is not published.

Footnotes

Criteria for Progression and Award

Students obtaining 120 credits of which 120 are at SCQF7 or above from the programme are eligible for the exit award of the Certificate of Higher Education in Business.

For information on progression with credit deficit please refer to University Regulation 3.13

B. Learning Outcomes (Maximum of 5 per heading)

Outcomes should incorporate those applicable in the relevant QAA Benchmark statements

Knowledge and Understanding	
A1	Demonstrate a deeper knowledge of the Events Management process from pre-event planning, staging to evaluation
A2	Understand the main areas and features of events management including project planning, risk assessment, consumer behaviour, ethics and sustainability.
A3	Recognise the contribution of national and international government initiatives in Events Management in particular relating to achieving sustainability targets.
Practice - Applied Knowledge and Understanding	

B1	Practice operational skills required in the Events industry including project management, budgeting, event design, staging and evaluation
B2	Employ knowledge and understanding of Events Management skills in an ethical and legal manner
B3	Reflect on own learning and development in the context of event management professional practice.
Communication, ICT and Numeracy Skills	
C1	Use a range of communication skills to convey complex information to a range of audiences and for a range of purposes.
C2	Use interpersonal skills of effective listening, persuasion and presentation
C3	Prepare budget reports as applicable for the Events industry
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Select and use problem-solving techniques to critically investigate and evaluate the operation of Events.
D2	Develop an outline knowledge and understanding of management research and academic processes.
D3	Evaluate Event planning and delivery processes.
Autonomy, Accountability and Working With Others	
E1	Work with others to develop the skills at a professional level associated with the research and critical analysis of Events Management
E2	Identifying opportunities for personal and career development
E3	Account for own and others' roles, responsibilities and contributions in carrying out and evaluating tasks

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
8	MARK08009	Contemporary Consumer Behaviour	20		✓		
8	TOUR08013	Event Design and Safety	20	✓			
8	BUSN08062	People, Planet and Profit	20	✓			
8	TOUR08014	Staging an Event	40	✓	✓		

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
8	BUSN08058	Business Accelerator	20		✓		
8	BROA08005	Recorded Audio Formats	20		✓		
8	TOUR08012	Tourism Operations and Management	20		✓		
8	BUSN08066	Workplace Health and Wellbeing	20		✓		

* Indicates that module descriptor is not published.

Footnotes

Criteria for Progression and Award

Students obtaining 240 credits of which 90 are at SCQF8 or above from the programme are eligible for the exit award of the Diploma of Higher Education in Business

For information on progression with credit deficit please refer to University Regulation 3.13

C. Learning Outcomes (Maximum of 5 per heading)

Outcomes should incorporate those applicable in the relevant QAA Benchmark statements

Knowledge and Understanding	
A1	Examine the contribution of Business Tourism and the Events Industry to local and international economies
A2	Demonstrate knowledge of a range of resourcing issues and solutions as they apply to the management and marketing of events.
A3	Express an integrated understanding of the concepts of creativity and design in the context of Events experiences.
A4	Exhibit knowledge in sustainability and ethics in the events industry
A5	Illustrate an understanding of the application of research methods, data collection and data analysis for decision-making in Events
Practice - Applied Knowledge and Understanding	
B1	Apply practical and critical understanding to a range of business situations in the Events sector
B2	Formulate a detailed plan for a research project in an Events Management relevant topic
B3	Apply a range of research techniques including the analysis of marketing research for Event planning purposes
Communication, ICT and Numeracy Skills	
C1	Communicate in a clear, systematic and concise way for a range of different purposes including formal and informal presentations
C2	Effectively use communications and information technology for business purposes
C3	Evaluate numerical information in a range of Event related contexts
C4	Use a range of IT applications to support and enhance work
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Demonstrate knowledge, understanding and skill to critically evaluate and formulate evidence based arguments
D2	Identify solutions to clearly defined complex problems relevant to Events Management at a strategic and tactical level
D3	Analyse and criticise Events Management sources of information effectively
D4	Draw on a range of business and events management related sources in making judgements and decisions pertinent to effective events management
Autonomy, Accountability and Working With Others	
E1	Use justifiable academic and professional judgement both individually and within group settings
E2	Identify and address learning needs within defined contexts and to undertake independent learning with limited guidance
E3	Effectively self-manage study in terms of time planning, behaviour, motivation, self-starting, initiative and enterprise
E4	Exercise autonomy and initiative in events management related activities at a professional level

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
9	TOUR09024	Business Events & Tourism	10	✓			
9	MARK09019	Digital Project	20		✓		
9	TOUR09027	Event Sponsorship and Resources	10	✓			
9	TOUR09028	Experiential Event Design	10	✓			
9	TOUR09029	Managing People in Events and Tourism	10		✓		
9	MARK09017	Marketing Experiences	10	✓			
9	TOUR09023	Researching Marketing, Tourism and Events	20		✓		
9	TOUR09030	Sustainability and Ethics in Events	10		✓		

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
9	TOUR09033	Heritage & Cultural Tourism	20	✓			
9	MARK09016	Marketing Communications Mix	20	✓			*
9	TOUR09031	Tourism, Transport and Mobility	20	✓			

* Indicates that module descriptor is not published.

Footnotes

*MARK09016 is a pre-requisite for the 4th Year module Brands and Branding.

Criteria for Progression and Award

Students obtaining 360 credits with with 200 credits in the subject area of which a minimum of 90 are at least SCQF 9, are eligible for the exit award of BA Events Management.

The award of distinction can be made to a student obtaining a pass degree as stated in the University Regulations. For information on the award of distinction please refer to regulation 3.25

D. Learning Outcomes (Maximum of 5 per heading)

Outcomes should incorporate those applicable in the relevant QAA Benchmark statements

Knowledge and Understanding	
A1	Exhibit an in depth knowledge of research theory as relevant to Events Management
A2	Express and evaluate detailed knowledge of strategic concepts and theories relevant to the Events Industry.
A3	Explain and critically appraise the contribution of the Events industry to a globalised society
A4	Demonstrate knowledge regarding policies and strategies in Events Management
Practice - Applied Knowledge and Understanding	
B1	Retrieve, interpret and manipulate primary and secondary information from a variety of sources
B2	Apply a range of techniques to demonstrate a deep understanding of the role of Events Management in a global context
B3	Analyse, compare and contrast significant international events within a given context
Communication, ICT and Numeracy Skills	
C1	Communicate effectively and appropriately in speech and in writing

C2	Organise and present research findings through a structure of sustained and critical argument
C3	Read, interpret and summarise a range of complex primary materials
C4	Use information retrieval systems and information technology applications to undertake research and present documents in an appropriate form
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Execute a defined research project using investigation and analytical skills
D2	Critically evaluate and apply appropriate theoretical frameworks and perspectives
D3	Identify and develop solutions to complex problems relevant to Events Management
D4	Demonstrate some originality and creativity in dealing with professional level Events Management issues
Autonomy, Accountability and Working With Others	
E1	Work effectively within key Events industry networks to enhance professional practice and reflect on career development
E2	Demonstrate an ability to learn independently with minimal guidance
E3	Systematically reflect upon and evaluate personal learning needs both in current and in new areas relevant to Events Management, making use of research skills as appropriate
E4	Use a range of sources together with reflective practice to develop transferable, leadership and management skills for graduate employment in the Events industry

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
10	TOUR10013	Event Strategy and Policy	30	✓			
10	TOUR10014	Global Trends in Events	30		✓		
10	MARK10013	Honours Dissertation (MET)	40	✓	✓		

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
10	MARK10010	Brands and Branding	20	✓			*
10	TOUR10010	International Tourism Perspectives	20		✓		
10	MARK10016	Marketing Strategy Theory (MST)	20	✓			

* Indicates that module descriptor is not published.

Footnotes

*If satisfying the pre-requisites for this module.

Criteria for Award

Students obtaining 480 credits with a minimum of 200 at SCQF9 and SCQF10, and a minimum of 90 at SCQF10, from the above programme, are eligible for the exit award of BA (Hons) Events Management.

For information on the award of Honours classification please refer to University Regulation 3.21

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 CertHE / DipHE or BA / BSc in Combined Studies.

For students studying BA, BAcc, or BD awards the award will be BA Combined Studies.

For students studying BEng or BSc awards, the award will be BSc Combined Studies.

Changes

Changes made to the programme since it was last published:

New L8 Introduced in line with the ILR 2022

Version Number: 3.03