Undergraduate Programme Specification

Session	2026/27	**Last Modified**	
Named Award Title	BA (Hons) Events and Tourism Management		
Award Title for Each Award	BA (Hons) Events and Tourism Management BA Events and Tourism Managment DipHE Business CertHE Business		
Date of Approval	27th March 2024		
Details of Cohort Applies to	All entering SCQF Level 7, 8 and 9 from September 2026		
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		n/a	
Maximum Period of Registration		Refer to Authorised Interruption Guidance Notes (uws.ac.uk)	
Duration of Study			
Full-time	4 years	**Part-time**	8 years
Placement (compulsory)	n/a		
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 Jenny Flinn		

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:

SQA National Qualifications:

Level 7 entry
Standard entry requirements – BBBC (102 UCAS tariff points)
Minimum entry requirements – CCC (63 UCAS tariff points)

Level 8 entry
Scottish Advanced Highers – BCC (128 UCAS tariff points)

Level 9 entry
N/A

Or GCE
Level 7 entry
BCC (104 UCAS tariff points)

Level 8 entry
BBB (120 UCAS tariff points)

Or SQA National Qualifications / Edexcel Foundation
An appropriate HNC/HND award in with Events, Hospitality, Tourism and Business Management with the level of entry and/or credit being awarded subject to the content of the HN programme.

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

Direct entry is possible to the 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 Level 9 it is essential that students have had experience of staging at least one live event.

Further desirable skills pre-application

General Overview
The overall aim of the Events & Tourism Management programme is to produce high quality practitioners and professionals able to make an effective contribution to a variety of organisations in the Events and Tourism Management and related sectors of the economy.

The 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 & Tourism related businesses. It should stimulate an analytical and creative approach, encouraging independent judgement and critical selfawareness directed to continual improvement in the Events/Tourism sector.

Employability skills development is continually reinforced throughout the programme. 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 and tourism 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 face to face to 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 a range of group and individual activities.

The programme is divided in 4 years each of them with a conceptual approach:
1st year – Foundation Year
2nd year - Operational Year
3rd year – Managerial Year
4th year – Strategic Year

Typical Delivery Method
Full-time students will typically be expected to attend 9 hours of on-campus sessions per week. Sessions will typically run for 12 weeks in each taught term.

Any additional costs
n/a

Graduate Attributes, Employability & Personal Development Planning

Based on the QAA Subject Benchmarks this programme aims to develop the necessary skills and experiences to operate in the events and tourism 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, throughout 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.

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

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.

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.

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

Learning Outcomes

SCQF LEVEL 7 Learning Outcomes	
Knowledge and Understanding	
A1	Develop and demonstrate learning skills appropriate for business study.
A2	Demonstrate knowledge and understanding of Events & Tourism Management concepts.
A3	Understand the multidisciplinary nature of Events & Tourism Management including marketing, finance, human resource management and business in a global context
A4	Recognise the evolving nature of Event Management & Tourism Management in a national and global context
A5	Develop and demonstrate learning skills appropriate for business study.
Practice - Applied Knowledge and Understanding	
B1	Apply knowledge of a range of concepts, values and principles of Events & Tourism 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 & Tourism industry
B3	Use information and communications technology as appropriate to Events & Tourism Management
B4	
B5	
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
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	List and use problem-solving approaches relevant to business management and the Events & Tourism sector.
D2	Analyse the operational requirements in a range of Events & Tourism contexts.
D3	Implement basic evaluation techniques relevant to Events & Tourism management
D4	
D5	
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
E4	
E5	

Level 7 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
7	APPD070001	Aspire: Foundations of Success	20	☒	☒	☐	
7	TOUR07006	Discovering Live Events	20	☒	☒	☐	
7	HURM07001	Introducing People Management	20	☒	☐	☐	
7	MARK07006	Introduction to Marketing	20	☒	☐	☐	
7	ACCT07021	Fundamentals of Finance	20	☐	☒	☐	
7	TOUR07007	Tourism and the Experience Economy	20	☐	☒	☐	
Footnotes for Core Modules							

Level 7 Modules

OPTION

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

Level 7 **Criteria for Progression and Award** *Please refer to UWS Regulatory Framework for related regulations*
To progress to the next level of study (i.e. SCQF level 8), students are expected to complete the full 120 credit points each year. However, a student who has not earned passes in up to 40

credit points they may be allowed to progress to the next level of study 'with deficit' in accordance with reg. 3.13 of UWS Regulatory Framework.

In line with reg. 1.21 of the UWS Regulatory Framework, students who complete 120 credit points at SCQF Level 7, including all core modules at this level, will be eligible for a Certificate of Higher Education (CertHE) in Business exit award.

Students who complete 120 credit points at SCQF Level 7 without completing at least one core module at that level, will be eligible for a Certificate of Higher Education (CertHE) in Combined Studies exit award (see reg. 1.61 of the UWS Regulatory Framework).

Awards shall be made with distinction in line with regs. 3.25-3.26 of the UWS Regulatory Framework. For further information, please refer to the UWS Regulatory Framework and the Student Experience Policy Statement.

SCQF LEVEL 8 Learning Outcomes	
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 & Tourism Management in particular relating to achieving sustainability targets.
A4	Understand the challenges and processes of managing tourism operations in national and international contexts.
A5	
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 & tourism management professional practice.
B4	Apply theoretical concepts to operational settings in events and tourism contexts.
B5	
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
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Select and use problem-solving techniques to critically investigate and evaluate the operation of Events & Tourism activities.
D2	Develop an outline knowledge and understanding of management research and academic processes.
D3	Evaluate Event planning and delivery processes.
D4	
D5	
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 & Tourism 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
E4	
E5	

Level 8 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	TOUR08013	Event Design and Safety	20	☒	☐	☐	
8	APPD08001	Aspire: Shaping Your Future	20	☒	☐	☐	
8	MARK08017	Social Media Marketing	20	☒	☐	☐	
8	TOUR08015	Live Event Delivery	20	☐	☒	☐	
8	TOUR08012	Tourism Operations and Management	20	☐	☒	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 8 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	BUSN08061	Digital Workplaces	20	☐	☒	☐	
8	MARK08018	AI Innovation and Business Analytics	20	☐	☒	☐	
8	HURM08001	Organisational Behaviour	20	☒	☐	☐	
8	BUSN08058	Business Accelerator	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 8
Criteria for Progression and Award
Please refer to UWS Regulatory Framework for related regulations

To progress to the next level of study (i.e. SCQF level 9), students are expected to complete the full 120 credits each year. However, a student who has not earned passes in up to 40 credits may be allowed to progress to the next level of study 'with deficit' in accordance with reg. 3.13 of UWS Regulatory Framework.

In line with reg. 1.21 of the UWS Regulatory Framework, students who complete 240 credit points, including at least 90 credits points at SCQF Level 8 or above, including all core modules at this level, will be eligible for a Diploma of Higher Education (DipHE) in Business exit award.

Students who complete 240 credit points, including at least 90 credits points at SCQF Level 8 or above, without completing at least one core module at this level, will be eligible for a Diploma of Higher Education (DipHE) in Combined Studies exit award (see reg. 1.61 of the UWS Regulatory Framework). Awards shall be made with distinction in line with regs. 3.25-3.26 of the UWS Regulatory Framework. For further information please refer to the UWS Regulatory Framework and the Student Experience Policy Statement.

SCQF LEVEL 9 Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Understand the implications of a range of resourcing issues and solutions as they apply to the management & marketing of events & tourism activities.
A2	Demonstrate a critical understanding of the relationship between transport, technology and destination development
A3	Demonstrate a critical understanding of the theory and practice relating to managing eventful places.
A4	Illustrate an understanding of the application of research methods, data collection and data analysis for decision-making in Events
A5	
Practice - Applied Knowledge and Understanding	
B1	Apply practical and critical understanding to a range of business situations in the Events and Tourism sector.
B2	Formulate a detailed plan for a research project in an Events & Tourism Management relevant topic.
B3	Use a variety of sources to gather research material on events and tourism related topics.
B4	
B5	
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	Use and evaluate numerical information in a range of events and tourism management related contexts
C4	Use a range of IT applications to support and enhance work
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Develop critical and problem-solving skills to make informed judgements on issues at the forefront of industry development
D2	Identify solutions to clearly defined complex problems relevant to Events & Management.
D3	Evaluate concepts, information and contemporary issues in events & tourism related areas.
D4	Demonstrate critical analysis and interpretation of information related to the Events & Tourism industry.
D5	
Autonomy, Accountability and Working with Others	
E1	Identify and address learning needs within defined contexts and to undertake independent learning with limited guidance

E2	Use effective self management in terms of time planning, behaviour, motivation, self starting, individual initiative and enterprise
E3	Develop ethical and professional practices for diverse events and tourism environments
E4	Exercise autonomy and initiative in events & tourism management related activities at a professional level
E5	

Level 9 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	TOUR09034	Eventful Places	20	☐	☒	☐	
9	MARK09016	Marketing Communications Mix	20	☒	☐	☐	
9	TOUR09038	Resourcing Events & Tourism	20	☒	☐	☐	
9	BUSN09082	Research Design & Methods	20	☐	☒	☐	
9	TOUR09031	Tourism, Transport and Mobility	20	☒	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 9 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	MARK09021	Digital Marketing Analytics	20	☐	☒	☐	
9	BUSN09042	Enterprise Creation	20	☐	☒	☐	
9	HURM090005	Critical Employment Relations	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 9 **Criteria for Progression and Award** ***Please refer to UWS Regulatory Framework for related regulations***
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 and Tourism Management. Students obtaining 360 credits, including at least 90 credits points at SCQF

Level 9 or above, without completing at least one core module at this level, will be eligible for a Bachelor in Combined Studies exit award (see reg. 1.61 of the UWS Regulatory Framework).

SCQF LEVEL 10 Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Exhibit an in-depth knowledge of research theory relevant to Events & Tourism studies
A2	Express and evaluate detailed knowledge of strategic concepts and theories relevant to the Events & Tourism Industry.
A3	Explain and critically appraise the contribution of the Events & Tourism industry to sustainable and responsible development on a national and international basis
A4	Demonstrate detailed knowledge of destination management concepts in an Events and/or Tourism related environment.
A5	
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 & Tourism Management in a global context
B3	Analyse, compare and contrast significant international events & tourism activities within a given context
B4	
B5	
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
C5	
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 and Tourism Management
D4	Demonstrate some originality and creativity in dealing with professional level Events & Tourism Management issues
D5	
Autonomy, Accountability and Working with Others	
E1	Demonstrate an ability to learn independently with minimal guidance

E2	Use a range of sources together with reflective practice to develop transferable, leadership and management skills for graduate employment in the Events & Tourism industry
E3	Work effectively within key Events & Tourism industry networks to enhance professional practice and reflect on career development
E4	
E5	

Level 10 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	TOUR10020	Events and Tourism Strategy and Policy	20	☒	☐	☐	
10	MARK10001	Honours Project	40	☒	☒	☐	
10	TOUR10021	Global Issues in Events	20	☐	☒	☐	
10	TOUR10019	Tourism and Destination Management	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 10 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	MARK10010	Brands and Branding	20	☒	☐	☐	
10	MARK10016	Marketing Strategy Theory	20	☒	☐	☐	
10	HURM10009	Transformational HRM	20	☐	☒	☐	
10	HURM10004	Managing Equality and Diversity	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 10
Criteria for Award
Please refer to UWS Regulatory Framework for related regulations

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 and Tourism Management.

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 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.

Version no: 1

Change/Version Control

What	When	Who