

University of the West of Scotland
Undergraduate Programme Specification

Session: 2024-25

Last Modified: 25 April 2024

Status: Proposed/ Pending

1	Named Award Title:	BA (Hons) Events & Tourism Management	
2	Award Title for Each Award: ¹	BA (Hons) Events & Tourism Management BA Events & Tourism Management Dip HE Business Cert HE Business	
3	Date of Validation / Approval:	27 th March 2024 (most recent approval)	
4	Details of Cohorts Applies to:	All entering SCQF Level 7 from September 2024	
5	Awarding Institution/Body:	University of the West of Scotland	
6	Teaching Institution(s)²:	University of the West of Scotland	
7	Language of Instruction & Examination:	English	
8	Award Accredited By:		
9a	Maximum Period of Registration:	6 years fulltime 8 years part time Authorised Interruption Guidance notes (uws.ac.uk)	
9b	Duration of Study:	Full Time – 4 years; Part Time – 8 years;	
10	Mode of Study:	Face to Face/Blended	
11	Campus:	Paisley	
12	School:	BCI	
13	Programme Board:	MITE	
14	Programme Leader:	Dr Briony Sharp	

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:

¹ Include main award and all exit awards e.g. BA / BSc / BEng / DipHE / CertHE

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

SQA National Qualifications:

- **Scottish Highers*:** ○ Standard Entry Requirements - BBBC (102 UCAS Tariff points) ○ Minimum Entry Requirements – BCCC (96 UCAS Tariff points)
 - **A levels:** CCC (104 UCAS Tariff points)
 - **Irish Leaving Certificate:** H2 H3 H3 H3 at Higher Level
 - **International Baccalaureate (IB) Diploma:** 27 points
 - **Scottish Wider Access Programme (SWAP):** Access to Humanities (BBB) •

 - **BTEC Extended Diploma** in relevant discipline (MMM)
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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 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.

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.

Other Required Qualifications/Experience

[click here to add detail]

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

[click here to add detail]

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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.

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 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

	<p>2nd year - Operational Year</p> <p>3rd year – Managerial Year</p> <p>4th year – Strategic Year</p>
17	Graduate Attributes, Employability & Personal Development Planning
	<p>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.</p> <p>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.</p>
18	Work Based Learning/Placement Details
	<p>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.</p>
19	Attendance and Engagement
	<p>In line with the Student Attendance and 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 VLE, and complete assessments and submit these on time.</p>
20	Equality and Diversity
	<p>The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.</p> <p>Within this programme, quality of care, inclusiveness and employability are achieved by provision of a welcoming and supportive culture that promotes accessibility and equal opportunities to all. The key principles that underpin the approach to equality and diversity are adopted in this programme to ensure that no student is placed at a disadvantage because of their requirements or background. Students are made aware of the support available from the Disability and Student Services Team and they are encouraged to share this information with the year leader/personal tutor as appropriate so that appropriate adjustments to module delivery and assessment can be made.</p>

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

21	Learning Outcomes (Maximum of 5 per heading)
	<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: https://scqf.org.uk/support/support-for-educators-and-advisers/support-for-colleges-heis/ and a Level Descriptors tool is available (SCQF Level Descriptors Tool Scottish Credit and Qualifications Framework) and ensure appropriate cognisance of Chapter 1, Regulatory Framework. https://www.uws.ac.uk/media/6514/regulatory-framework-2023-2024.pdf</p>

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SCQF LEVEL 7 Learning Outcomes (Maximum of 5 per heading)	
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
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 & Tourism sector.
D2	Analyse the operational requirements in a range of Events & Tourism contexts.
D3	Implement basic evaluation techniques relevant to Events & Tourism management
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

Learning Outcomes - Level 7 Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
7	APPD07001	ASPIRE1	20	✓	✓		
7	TOUR07006	Discovering Live Events	20	✓	✓		
7	HURM07001	Introducing People Management	20	✓			
7	MARK07006	Introduction to Marketing	20	✓			
7	ACCT07017	Intro Accounting & Finance	20		✓		
7	TOUR07007	Tourism & The Experience Economy	20		✓		

Footnotes for Core Modules:

[click here to add detail]

Learning Outcomes - Level 7 Optional Modules

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

Footnotes for option modules

22 a	Level 7 Criteria for Progression and Award
	<p>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.</p> <p>For information on progression with credit deficit please refer to University Regulation 3.13</p> <p>Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26)</p> <p>Links: UWS Regulatory Framework; and Student Experience Policy Statement.</p>

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Learning Outcomes - Level 8 Core Modules

Footnotes for Core Modules:

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Learning Outcomes - Level 8 Optional Modules

Footnotes for option modules

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X

22b	Level 8 Criteria for Progression and Award

X

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Learning Outcomes - Level 9 Core Modules

Footnotes for Core Modules:

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Learning Outcomes - Level 9 Optional Modules

Footnotes for option modules

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Learning Outcomes - Level 10 Core Modules

Footnotes for Core Modules:

Learning Outcomes - Level 10 Optional Modules

Footnotes for option modules

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23	Regulations of Assessment
<p>Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework .</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>	
24	Combined Studies
<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 BA, BAAcc, or BD awards the award will be BA Combined Studies.</p> <p>For students studying BEng or BSc awards, the award will be BSc 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"> Academic Engagement Procedure Equality and Diversity University Regulatory Framework Removed invalid links 	19/10/2023	C Winter
Guidance Note 2023-24 provided	12/12/23	D Taylor
<p>General housekeeping to text across sections and addition of links and some specific guidance.</p> <p>Addition of Duration of Study and some other text – for CMA.</p>	12/12/23	D Taylor

Version Number: UG 1 (2023-24)