



Undergraduate Programme Specification

Session	2025/26	Last Modified	March 2024
Named Award Title	BA (Hons) Events Management		
Award Title for Each Award	BA (Hons) Events Management BA Events Managment DipHE Business CertHE Business		
Date of Approval	March 2022		
Details of Cohort Applies to	All entering L9 from September 2025		
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			
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 Briony Sharp		

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:

Or GCE

Or SQA National Qualifications / Edexcel Foundation

HND Events Management

HND Travel & Tourism

HND Hospitality Management

HND Tourism

Direct entry is possible to the programme at SCQF Levels 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

Further desirable skills pre-application

General Overview

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.

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**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.

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	
A2	
A3	
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	
B2	
B3	
B4	
B5	
Communication, ICT and Numeracy Skills	
C1	
C2	
C3	
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	
D2	
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	
E2	
E3	
E4	
E5	

Level 7 Modules

CORE

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

SCQF LEVEL 8	
Learning Outcomes	
Knowledge and Understanding	
A1	
A2	
A3	
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	
B2	
B3	
B4	
B5	
Communication, ICT and Numeracy Skills	
C1	
C2	
C3	
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	
D2	
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	
E2	
E3	
E4	
E5	

Level 8 Modules

CORE

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

				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 8 Modules

OPTION

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

Level 8

Criteria for Progression and Award

Please refer to [UWS Regulatory Framework](#) for related regulations

SCQF LEVEL 9	
Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate knowledge of a range of resourcing issues and solutions as they apply to the management and marketing of events.
A2	Develop an understanding of the complex relationship between events and place staged in a variety of locations.
A3	Demonstrate knowledge and understanding of professional and personal development within an events management context.
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 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
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	Evaluate numerical information in a range of Event related contexts
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Demonstrate knowledge, understanding and skill to critically evaluate and formulate evidence based arguments pertinent to effective events management
D2	Identify solutions to clearly defined complex problems relevant to Events Management at a strategic and tactical level
D3	Identify and address own learning needs within defined contexts and to undertake independent learning with limited guidance.
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	Use justifiable academic and professional judgement both individually and within group settings
E2	Effectively self-manage study in terms of time planning, behaviour, motivation, self-starting, initiative and enterprise

E3	Exercise autonomy and initiative in events management related activities at a professional level
E4	
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	TOUR09037	Events Sponsorship and Resources	20	☒	☐	☐	
9	TOUR09036	Sustainability in Events & Tourism	20	☐	☒	☐	
9	BUSN09082	Research Design and Methods	20	☐	☒	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 9 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	BUSN09042	Enterprise Creation	20	☐	☒	☐	
9	HURM09002	Managing Performance and Reward	20	☐	☒	☐	
9	TOUR09033	Heritage and Cultrual Tourism	20	☒	☐	☐	
9	MARK090021	Digital Marketing and Analytics	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 Management.

Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26)

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SCQF LEVEL 10	
Learning Outcomes (Maximum of 5 per heading)	
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
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 Management in a global context
B3	Analyse, compare and contrast significant international events 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 Management
D4	Demonstrate some originality and creativity in dealing with professional level Events Management issues
D5	
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
E5	

Level 10 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	TOUR10013	Events Strategy and Policy	30	☐	☒	☐	
10	TOUR10014	Global Trends in Events	30	☒	☐	☐	
10	MARK10013	Honours Dissertation (MET)	40	☒	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
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	TOUR10010	International Tourism Perspective	20	☐	☒	☐	
10	MARK10016	Marketing Strategy Theory (MST)	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 Management.

