Undergraduate Programme Specification

Session	2026/27	**Last Modified**	April 2026
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 L10 from Sept 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			
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:
Or GCE
Or SQA National Qualifications / Edexcel Foundation
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, throught 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	
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 9 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9				☐	☐	☐	
9				☐	☐	☐	

9				☐	☐	☐	
9				☐	☐	☐	
9				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 9 Modules

OPTION

SCQF Level	**Module Code**	**Module Title**	**Credit**	**Term**			**Footnotes**
				1	**2**	**3**	
9				☐	☐	☐	
9				☐	☐	☐	
9				☐	☐	☐	
9				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 9 **Criteria for Progression and Award** ***Please refer to UWS Regulatory Framework for related regulations***

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 arguement
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	MARK10016	Marketing Strategy and Theory (MST)	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 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