

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Bournemouth University Business School
<b>Final award(s), title(s) and credits</b> MSc Events Management (180 Level 7 credits) (90 ECTS)	
<b>Intermediate award(s), title(s) and credits</b> PG Dip Events Management (120 Level 7 credits) (60 ECTS) PG Cert Events Management (60 Level 7 credits) (30 ECTS)	
<b>UCAS Programme Code(s) (where applicable and if known)</b> N/A	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> 100083 major part / 100079/ 100075
<b>External reference points</b> QAA Chapter 1: The National Level (incorporating the Framework for Higher Education Qualifications (FHEQ)); QAA Subject Benchmark Statements (HLST) General Business and Management 2015 Hospitality, Leisure, Sport and Tourism 2016	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> APM - Association for Project Management Institute of Travel and Tourism (ITT) UNWTO.TedQual Certification	
<b>Places of delivery</b> Bournemouth University (Talbot Campus)	
<b>Mode(s) of delivery</b> Full-time Full-time sandwich (i.e. with placement) Part-time (UK and EU students only) Part-time sandwich (i.e. with placement) (UK and EU students only)	<b>Language of delivery</b> English
<b>Typical duration</b> 12/15 Months full-time (24 months full-time with placement) 24 months part-time	
<b>Date of first intake</b> September 2019	<b>Expected start dates</b> September, January
<b>Maximum student numbers</b> 60	<b>Placements</b> Optional, non-credit-bearing placement of minimum 30 weeks with appropriate events organisations
<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> January 2024	

**Version number**

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EC 2122 51, approved 06/06/2022

BUBS2324 09, approved 23/01/2024, previously v1.5

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## PROGRAMME STRUCTURE

**Programme Award and Title: MSc Events Management**

**Stage 1/Level 7**

Students are required to complete 3 core units, 2 subject specific core units and choose 1 optional unit.  
It is possible that some optional units may not run in a particular academic year if there are insufficient student numbers.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code and %	
			Exam 1	Cwk 1	Cwk 2				
Contemporary Issues in Events Management	Core	20		100%		40	V 1.0	100083 (100%)	-
Organisations, Strategy and Finance	Core	20		50%	50%	40	V 1.1	100079 (60%)	100107 (40%)
Bidding for and Managing International Events	Core	20		50%	50%	40	V 1.1	100083 (100%)	-
Live Event Development and Delivery	Core dedicated unit	20		40%	60%	40	V 1.1	100083 (100%)	-
Sustainable Project Management for Events	Core dedicated unit	20		40%	60%	40	V 1.1	100083 (100%)	
Community, Events, Sports and the Third Sector (PG)	Option	20		60%	40%	40	V.1.1	100083 (50%)	100097 (50%)
Carnival and Festivals	Option	20		60%	40%	40	V 1.1	100083 (100%)	
Conference Tourism	Option	20		50%	50%	40	V 1.1	100083 (100%)	-
Design for Tourism and Hospitality	Option	20		100%		40	V1.1	100100 (50%)	100087 (50%)
Fashion Retailing	Option	20		100%		40	1.1	100075 (90%)	100079 (10%)
Crisis and Disaster Management	Option	20		100%		40	2.2	100875 (70%)	100079 (30%)
Entrepreneurship	Option	20		60%	40%	40	2.1	100079 (100%)	-
Global Food and Drink	Option	20		100%		40	1.1	101017 (70%)	100875 (30%)
International Sport Event Management	Option	20		100%		40	1.0	N880 (100%)	
Sport Tourism	Option	20		100%		40	1.1	100097 (100%)	-

**Progression requirements:** A minimum of 80 credits is necessary to progress to the Dissertation.

**Exit qualification:**  
PG Cert Events Management requires 60 credits at Level 7. Students must pass either Bidding For and Managing International Events or Contemporary Issues in Events Management  
PG Dip Events Management requires 120 credits at Level 7. Students must pass all taught units excluding the dissertation.

**Placement:**  
A 30 week placement is optional for students. The placement is not credit-bearing and is assessed on a pass/fail basis (i.e. satisfactory completion of 30 weeks). The placement will appear on students' degree transcripts. Students are required to find their own placements. Students must comply with visa requirements.  
Students will normally have completed 180 credits before proceeding to the placement but this requirement may be

relaxed in the case of students who need to resit assessment(s). In such cases, decisions will be made on an individual basis and in the best interests of the student.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2				
Placement	Option	None					V3.0		

### Stage 2/Level 7

Students are required to complete the Dissertation.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoSS subject Code and %
Dissertation	Core	60	-	100%		13	v2.0	100083 (100%)	

**Exit qualification:** MSc Events Management requires 180 credits at Level 7

## **AIMS OF THE DOCUMENT**

### Introduction

This Programme Specification document outlines the rationale for the content of the Masters programme in Events Management. Given the variety of purposes that events achieve, and the breadth of activities contained within the events industry, it is appropriate to offer students a variety of specialist programmes in which to develop their expertise. The Business School offers two Masters in events: The MSc Events Management and the MSc Events Marketing.

The MSc Events Management seeks to develop the knowledge and skills required for the planning, design, implementation and evaluation of a variety of events. In this programme, students develop analytical and managerial competencies required to respond to both strategic and operational issues, as well as develop the capacity to stimulate change in response to current and future developments in the events management sector. This document sets out the Intended Learning Outcomes for the programme

As part of the taught element of the programme all students will take three core subjects and two dedicated programme core units. In addition they will be able to choose a further, free standing, option, from a varied list.

With the exception of the UK, Australia and to some extent the USA, higher education events education is in its infancy. As a consequence many graduates of overseas Universities seek a postgraduate qualification in countries where the study of events is more advanced. In the UK, Bournemouth University is one of the leading providers of event education at both undergraduate and postgraduate levels. It is one of the first Universities at international level to offer a Masters fully dedicated to events management.

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

## **AIMS OF THE PROGRAMME**

The aims of this Level 7 programme are to produce students that:

1. Demonstrate systematic knowledge and critical awareness of current practices and problems in the rapidly changing events industry informed by current research and industry best practice at the forefront of the discipline.
2. Demonstrate comprehensive understanding of business techniques, practices and methods of working in the events industry applicable to advanced scholarship and be able to apply these in practical contexts.
3. Demonstrate originality in the application of knowledge to appraise current and future environments in which the events industry operates and develop competitive, strategic responses.
4. Have practical understanding of how established techniques of research and enquiry can be used to evaluate and respond to tactical and strategic issues of concern to organisations in the events sector.
5. Have the conceptual understanding to critically evaluate current research to address contemporary societal challenges, including local and global, and social policy agendas.
6. Are able to evaluate methodologies and develop critiques of these to propose creative approaches to problem solving.

7. Systematically and creatively deal with uncertainty, ambiguity and limits of knowledge within the complex and evolving events industry
8. Are self-directed and able to act autonomously in managing their professional development and skills.
9. Demonstrate an ability to communicate ideas, problems and solutions across different media to specialist and non-specialist audiences.

The programme is intended as 'conversion' programmes and is designed to cater for the needs of students who have not studied Events Management as their first degree. It aims to give students an advanced understanding of the events industry and a managerial perspective of how to run events. This programme is intended to address the events industry's need for graduates with the knowledge, understanding and experience to take up managerial roles within the events industry.

## **ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN**

Bournemouth University's vision states: "We are recognized world-wide as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice"

The refreshed programme aligns with BU's mission and strategic priorities (as set out in the BU2025 strategic plan) in a number of ways:

- The BU Fusion vision has underpinning all the planning for the review as it is a differentiator for the University and applies for our programmes. Fusion must deliver real impact for staff, students, practice and business and society. /we have worked closely with industry and alumni in the planning and have embed research of academic staff.
- Our delivery involves multiple opportunities for community and industry engagement between staff, students and local people.
- The University aspires to take a 'leading role' in education and we believe we do this within the delivery of our event management programmes as one of the original programmes in the UK. Many later validations have been based around our design, therefore with this revalidation we can again become one of the leading deliverers of event management internationally.
- We must adopt a culture change in our delivery, recognising 21<sup>st</sup> century learners need 21<sup>st</sup> century educators within a distinct and vibrant learning community.
- Our future vision for our department includes a global outward facing engagement for staff and students.
- We will collaborate beyond our department, Business School and university to establish links with other educational establishments for exchange opportunities.
- Our students will graduate as potential leaders who will hopefully enrich society as well as being ethical and have a strong understanding of the Global Sustainable Goals.
- The programme has a strong international focus: in the range of case studies used in teaching; in the opportunities for student placements or study abroad; and in the opportunity to undertake research on issues of global significance for dissertations.
- The curriculum includes opportunities for real-world learning opportunities, in the form of guest speakers, field visits and the opportunity to undertake an extended work placement.

## **LEARNING HOURS AND ASSESSMENT**

Bournemouth University's taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is

the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

The teaching and learning strategies that are used throughout the programme reflect the team's view that the extent of student managed learning is one of the essential differences between undergraduate and postgraduate study. The role of academic staff is primarily one of facilitating and supervising student study. However it is recognised that many of the students that undertake this programme of study are being introduced to the subject material for the first time, and come from cultures where this pedagogic approach is, at best, unfamiliar. Consequently, the learning strategy can be seen to be in two parts. Firstly there is concentrated instruction in Study Skills and English for Academic Purposes early in the programme and each taught unit has an introductory element which harnesses the graduate skills of the students so as to move them quickly to higher level work. Secondly, students are required to read extensively in preparation for classes and assignments and to manage their learning through contact with subject and personal tutors. Their progress is monitored through continuous assessment. Where possible, teaching is based on small groups in workshop and seminar situations. However, lectures are a feature of the delivery of core units.

A wide variety of methods of delivery will be used including a mixture of seminars, lectures, tutorials, field visits, the VLE, student / resource based study programmes and any other form of delivery felt to be appropriate to the diverse nature and objectives of each unit.

Where there is an emphasis on a particular learning strategy this will be identified in the unit specification. For example, the use of computer labs for the development of SPSS related research skills in the Dissertation Unit, peer assessment in 'Sustainable Project Management for Events' and the live event in the Live Event Development and Delivery unit.

The core units are structured around mass lectures and mechanisms have been developed to provide additional support for this method of delivering and facilitating teaching material. Some of these methods include:

- the use of prepared readers / work books etc. which provide structure and depth to the subject and a detailed guide to reading and the other resources of specific relevance;
- the use of comprehensive and integrated case studies which provide a mechanism for relating the themes within units;
  - the use of the Business School's VLE Brightspace;
- the use of handbooks to detail the unit learning objectives and content of each unit in order to provide an overview of the level and to assist the integration between units.

It has been the policy of the Faculty of Management to encourage students to:

- develop their capacity to learn independently;
- develop their capacity to work effectively in groups;
- develop competence and an understanding of vocational relevance.



The Business School is aware that technology continues to have an important impact upon the learning process. Computer based learning packages are currently being developed by several members of the Business School. The Business School has two dedicated IT rooms (C122 with a capacity for 22 students and C124 (capacity for 40 students) and one shared PC lab C203 (capacity for 27 students) which provide students with access to specialised as well as more general software.

In summary, the delivery policy will give students increased responsibility for their own learning, underpinned by appropriate support in a context that closely reflects the vocational focus of the programme.

Assessment plays an important role in the student learning process. The purpose of assessment is seen as six fold:

- to ensure that the programme and unit objectives have been realised;
- to measure the quality of a student's performance;
- to provide students with feedback and motivation;
- for use as an indicator to monitor a student's development;
- to provide the programme management with a quality control mechanism and an indicator of the effectiveness of the teaching and learning process;
- to provide an indication of the aptitude of students to progress on a particular programme.

This events programme and its component units may be assessed through a range of methods including a variety of types of coursework (essays, reports, case studies, portfolios, consultancy reports and presentations). All students will complete a Dissertation. Details of assessment for each unit are contained within unit specifications.

Whilst the subject material of the programme may require a variety of approaches to assessment the programme team monitors the range and balance of assessments to ensure parity of assessment experience and workload.

All units are rated at Level 7 20 credits and follow university guidelines i.e. the assessment loading for each unit has a notional equivalency of a 3000 word assignment. Within this equivalency units may require a variety of assessment tasks appropriate to and individualized to the demands of the subject material. The assessment matrix demonstrates the range of methods used. It can be seen that the majority of units require at least one essay type assessment but these are interspersed with assessments with a more practical orientation (presentations, reports, business plans etc.) as befits a management programme. Underpinning this approach is the team's belief that these methods allow for an appropriate balance of academic rigour and management skills development. There are currently no examinations in the assessment schedule. Our view is that the skills required in satisfactorily completing time constrained examinations can be assessed in more useful ways. The assessment strategy is reviewed on a continuous basis.

All assignments are summative. However, considerable formative support is available through the Study Skills programme. This support is weighted towards the start of the programme but is available up to and including the dissertation. Our research shows that most of our students, given that they are graduates from non-UK institutions, experience some form of pedagogic culture shock and the pacing of the assessment workload allows for this.

## **STAFF DELIVERING THE PROGRAMME**

This programme will be delivered by staff based in the Department of Sport and Event Management (within the BU Business School). Staff have a wide range of relevant subject expertise and professional experience, and most are active researchers in their field. In accordance with BU practice, students will be taught by members of the Department professoriate. Where appropriate, external (industry) speakers, demonstrators/technicians and research students may also contribute to programme delivery.

## INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

<b>A: Subject knowledge and understanding</b>  This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
<p><b>A1</b> The nature and complexity of event management organizations and the challenges of their operations and management</p> <p><b>A2</b> Fundamental principles and concepts related to the application of a variety of management and planning theories to event planning and delivery processes (business planning, project management, operations management and logistics).</p> <p><b>A3</b> Current issues in the events management sector which is informed by leading edge research and practice in the field.</p> <p><b>A4</b> The dynamic external environment within which the events sector is situated, and implications of change in this environment.</p> <p><b>A5</b> The complex and multi-disciplinary nature of events management as a field of study.</p>	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>• Lectures (A1 – A5);</li> <li>• Directed reading (A1-A5);</li> <li>• Fieldwork ( A1 A2 A3 A4);</li> <li>• Independent research (A1-A5).</li> </ul>
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>• Essays (A1-A5);</li> <li>• Written reports (A1, A2);</li> <li>• Group presentations (A1- A5);</li> <li>• Dissertation (A1-5).</li> </ul>
<b>B: Intellectual skills</b>  This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:
<p><b>B1</b> Synthesize relevant theory to a range of complex situations taking account of its relationship and interaction with other areas of the business or organization.</p> <p><b>B2</b> Critically apply and evaluate the impact of relevant knowledge and practice in a range of complex global situations.</p> <p><b>B3</b> Develop and demonstrate an ability to acquire, analyse, evaluate and synthesize data in a wide variety of forms.</p> <p><b>B4</b> Develop and demonstrate an ability to evaluate the rigour and validity of published research and assess its relevance to new</p>	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>• Lectures (B1-B5);</li> <li>• Directed reading (B1-B5);</li> <li>• Use of the VLE (B1-B6);</li> <li>• Fieldwork (B2,B3, B5,B6)</li> <li>• Independent research (for dissertation) (B1-6).</li> </ul>
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>• Essay (B1-B5);</li> <li>• Written reports (B1-B5,);</li> <li>• Group presentations (B1-B5);</li> </ul>

<p>situations.</p> <p><b>B5</b> Develop creativity in the application of existing knowledge and practice to formulate new or revised approaches to practice.</p> <p><b>B6</b> Develop and demonstrate the skills to enable them to undertake a piece of original research relating to events management</p>	<ul style="list-style-type: none"> <li>• Dissertation (B6).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>C1</b> Critically analyse those management principles and practices that are applied to the management of events and of event management organisations</p> <p><b>C2</b> Evaluate the effectiveness of events in achieving stakeholders' objectives</p> <p><b>C3</b> Demonstrate a technical mastery of the mechanics of project and events management, including the use of various tools and their underlying principles.</p> <p><b>C4</b> Ability to conduct research into events management issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Lectures (C1–C4);</li> <li>• Seminars/Group exercises (C1-C4)</li> <li>• Fieldwork (C2,C3 C4)</li> <li>• Use of the VLE (C1-C4)</li> <li>• Independent research for dissertation (C1–C4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Essay (C1-4);</li> <li>• Written reports (C1-4);</li> <li>• Group presentations (C1-4);</li> <li>• Dissertation (C1-4).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>D1</b> Communicate effectively by oral, written and visual means through a range of media.</p> <p><b>D2</b> Work effectively and responsibly in collaboration with others, including practitioners, staff and students, and be able to facilitate and manage group processes, negotiation and participation.</p> <p><b>D3</b> Demonstrate confidence and competence in undertaking independent work of an original nature which addresses contemporary events marketing practice.</p> <p><b>D4</b> Use IT effectively and independently to acquire, manage and communicate a range</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Group work (D1-D7);</li> <li>• Directed reading (D1-D7);</li> <li>• Use of the VLE (D1-D7);</li> <li>• Independent research for dissertation ((D1-D7);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Essays (D1, C3, D4, D5);</li> <li>• Written reports (D1-D7);</li> <li>• Group presentations (D1-D7);</li> <li>• Dissertation (D1, D3-D7);</li> </ul>

<p>of data and materials.</p> <p><b>D5</b> Demonstrate creative problem solving skills and the application of knowledge across the discipline area.</p> <p><b>D6</b> Demonstrate openness and sensitivity to diversity in terms of other people, cultures and business and management issues.</p> <p><b>D7</b> Demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of events management.</p>	
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### PGDip Events Management: Intended learning Outcomes

<p><b>A: Knowledge and understanding</b></p> <p>This stage provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>A1</b> The nature and complexity of event management organizations and the challenges of their operations and management</p> <p><b>A2</b> Fundamental principles and concepts related to the application of a variety of management and planning theories to event planning and delivery processes (business planning, project management, operations management and logistics).</p> <p><b>A3</b> Current issues in the events management sector which is informed by leading edge research and practice in the field.</p> <p><b>A4</b> The dynamic external environment within which the events sector is situated, and implications of change in this environment.</p> <p><b>A5</b> The complex and multi-disciplinary nature of events management as a field of study.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Lectures (A1 – A5);</li> <li>• Directed reading (A1-A5);</li> <li>• Fieldwork ( A1 A2 A3 A4);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Essays (A1-A5);</li> <li>• Written reports (A1, A2);</li> <li>• Group presentations (A1- A5);</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>

<p><b>B1</b> Synthesize relevant theory to a range of complex situations taking account of its relationship and interaction with other areas of the business or organization.</p> <p><b>B2</b> Critically apply and evaluate the impact of relevant knowledge and practice in a range of complex global situations.</p> <p><b>B3</b> Develop and demonstrate an ability to acquire, analyse, evaluate and synthesize data in a wide variety of forms.</p> <p><b>B4</b> Develop and demonstrate an ability to evaluate the rigour and validity of published research and assess its relevance to new situations.</p> <p><b>B5</b> Develop creativity in the application of existing knowledge and practice to formulate new or revised approaches to practice.</p> <p><b>B6</b> Develop and demonstrate the skills to enable them to undertake a piece of original research relating to events management</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Lectures (B1-B5);</li> <li>• Directed reading (B1-B5);</li> <li>• Use of the VLE (B1-B6);</li> <li>• Fieldwork (B2,B3,B5,B6)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Essays (B1-B5);</li> <li>• Written reports (B1-B5.);</li> <li>• Group presentations (B1-B5)</li> </ul>
<p><b>C: Practical skills</b></p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>C1</b> Critically analyse those management principles and practices that are applied to the management of events and of event management organisations</p> <p><b>C2</b> Evaluate the effectiveness of events in achieving stakeholders' objectives</p> <p><b>C3</b> Demonstrate a technical mastery of the mechanics of project and events management, including the use of various tools and their underlying principles.</p> <p><b>C4</b> Ability to conduct research into events management issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Lectures (C1–C4);</li> <li>• Seminars/Group exercises (C1-C4)</li> <li>• Fieldwork (C2,C3 C4)</li> <li>• Use of the VLE (C1-C4)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Essays (C1-4);</li> <li>• Written reports (C1-4);</li> <li>• Group presentations (C1-4)</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>D1</b> Communicate effectively by oral, written and visual means through a range of media.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>

<b>D2</b>	Work effectively and responsibly in collaboration with others, including practitioners, staff and students, and be able to facilitate and manage group processes, negotiation and participation.	<ul style="list-style-type: none"> <li>• Group work (D1-D7);</li> <li>• Directed reading (D1-D7);</li> <li>• Use of the VLE (D1-D7);</li> </ul>
<b>D3</b>	Demonstrate confidence and competence in undertaking independent work of an original nature which addresses contemporary events marketing practice.	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Essays (D1, D3, D4, D5);</li> <li>• Written reports (D1-D7);</li> <li>• Group presentations (D1-D7);</li> </ul>
<b>D4</b>	Use IT effectively and independently to acquire, manage and communicate a range of data and materials.	
<b>D5</b>	Demonstrate creative problem solving skills and the application of knowledge across the discipline area.	
<b>D6</b>	Demonstrate openness and sensitivity to diversity in terms of other people, cultures and business and management issues.	
<b>D7</b>	Demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of events management.	

### PG Cert Events Management: Intended learning Outcomes

<p><b>A: Knowledge and understanding</b></p> <p>This stage provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>A1</b> The nature and complexity of event management organizations and the challenges of their operations and management</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Lectures (A1 – A5)</li> <li>• Directed reading (A1-A5);</li> <li>• Fieldwork ( A1 A2 A3 A4);</li> </ul>
<p><b>A2</b> Fundamental principles and concepts related to the application of a variety of management and planning theories to event planning and delivery processes (business planning, project management, operations management and logistics).</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Essays (A1-A5);</li> <li>• Written reports (A1, A2);</li> <li>• Group presentations (A1- A5)</li> </ul>
<p><b>A3</b> Current issues in the events management sector which is informed by leading edge research and practice in the field.</p>	
<p><b>A4</b> The dynamic external environment within which the events sector is situated, and</p>	

<p>implications of change in this environment.</p> <p><b>A5</b> The complex and multi-disciplinary nature of events management as a field of study.</p>	
<p><b>B: Intellectual skills</b></p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>B1</b> Synthesize relevant theory to a range of complex situations taking account of its relationship and interaction with other areas of the business or organization.</p> <p><b>B2</b> Critically apply and evaluate the impact of relevant knowledge and practice in a range of complex global situations.</p> <p><b>B3</b> Develop and demonstrate an ability to acquire, analyse, evaluate and synthesize data in a wide variety of forms.</p> <p><b>B4</b> Develop and demonstrate an ability to evaluate the rigour and validity of published research and assess its relevance to new situations.</p> <p><b>B5</b> Develop creativity in the application of existing knowledge and practice to formulate new or revised approaches to practice.</p> <p><b>B6</b> Develop and demonstrate the skills to enable them to undertake a piece of original research relating to events management</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Lectures (B1-B5);</li> <li>• Directed reading (B1-B5);</li> <li>• Use of the VLE (B1-B6);</li> <li>• Fieldwork (B2,B3,B5,B6)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes)</p> <ul style="list-style-type: none"> <li>• Essays (B1-B5);</li> <li>• Written reports (B1-B5,);</li> <li>• Group presentations (B1-B5);</li> </ul>
<p><b>C: Practical skills</b></p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>C1</b> Critically analyse those management principles and practices that are applied to the management of events and of event management organisations</p> <p><b>C2</b> Evaluate the effectiveness of events in achieving stakeholders' objectives</p> <p><b>C3</b> Demonstrate a technical mastery of the mechanics of project and events management, including the use of various tools and their underlying principles.</p> <p><b>C4</b> Ability to conduct research into events management issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Lectures (C1–C4);</li> <li>• Seminars/Group exercises (C1-C4)</li> <li>• Fieldwork (C2, C3,C4)</li> <li>• Use of the VLE (C1-C4)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Essays (C1-4);</li> <li>• Written reports (C1-4);</li> <li>• Group presentations (C1-4)</li> </ul>

for such to inform the overall learning process.	
<p><b>D: Transferable skills</b></p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>D1</b> Communicate effectively by oral, written and visual means through a range of media.</p> <p><b>D2</b> Work effectively and responsibly in collaboration with others, including practitioners, staff and students, and be able to facilitate and manage group processes, negotiation and participation.</p> <p><b>D3</b> Demonstrate confidence and competence in undertaking independent work of an original nature which addresses contemporary events marketing practice.</p> <p><b>D4</b> Use IT effectively and independently to acquire, manage and communicate a range of data and materials.</p> <p><b>D5</b> Demonstrate creative problem solving skills and the application of knowledge across the discipline area.</p> <p><b>D6</b> Demonstrate openness and sensitivity to diversity in terms of other people, cultures and business and management issues.</p> <p><b>D7</b> Demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of events management.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Group work (D1-D7)</li> <li>• Directed reading (D1-D7);</li> <li>• Use of the VLE (D1-D7);</li> <li>• Independent research for dissertation ((D1-D7);</li> </ul> <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Essays (D1, D3, D4, D5);</li> <li>• Written reports (D1-D7);</li> <li>• Group presentations (D1-D7);</li> </ul>

## ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations. These are available at: <https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.doc>.

Applicants for whom English is not their first language must provide evidence of qualifications in written and spoken English. For MSc Events Management the English language entry requirement is IELTS (Academic) 6.0 or above. For MSc Events Marketing the English language entry requirement is IELTS (Academic) 6.5 or above.

## ASSESSMENT REGULATIONS



The regulations for this programme are the University's Standard Postgraduate Assessment Regulations. These can be found at: [https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate%20\(2\).docx](https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate%20(2).docx)

## **PLACEMENT ELEMENT**

As part of our Level 7 programmes, students can opt to do a placement (which may be international). Such an offering is considered to provide competitive advantage to the programme, as students can gather work experience, and in the case of non-native speakers of English, use the placement as an opportunity to improve their business English, thereby enhancing their employability. The placement unit allows "Tier 4" students the opportunity to stay in the UK for two years.

The placement involves working in a company relevant to the student's programme for a minimum of 30 weeks full-time. If students do not choose to do a placement, the programme lasts 12/15 months; if they elect to do a placement, the programme lasts for 24 months. "Tier 4" students are covered for a 2-year programme as far as visa regulations are concerned (at the time of the publication of this document). Students start their placement when the dissertation part of the programme finishes, usually in September (for September students) and in June (for January students).

The work placement is assessed on a pass/fail basis. The student must satisfactorily complete their placement in order for it to appear on their degree transcript. Upon completion of the placement, students write a reflective report of their placement experience and provide evidence from the company that they worked with during their period of employment.

Whilst on placement, students are supported by the placement unit leader regarding academic issues (such as queries related to the reflection and the dissertation) and by their Placement Development Adviser who monitors the quality of their placement experience.

Students who choose to do a placement are supported through a programme of seminars and workshops designed to improve their employability, with topics including: searching for a placement, writing a CV and covering letter, completing an application form, being interviewed (by phone and face-to-face), and networking. Students also receive language support in order to help them to perform well in interviews and written applications.

## **STUDY ABROAD**

Students also have the option of incorporating a period of Study Abroad with the option to study in a variety of destinations world-wide for one semester once all taught courses have been completed. Please note that students are unable to do both, study abroad and the placement.

## Programme Skills Matrix – MSc Events Management

Matrix table showing the relationship between ILOs for a programme and its constituent units

Units		A	A	A	A	A	B	B	B	B	B	B	C	C	C	C	D	D	D	D	D	D	D	
		1	2	3	4	5	1	2	3	4	5	6	1	2	3	4	1	2	3	4	5	6	7	
7	Dissertation (Events)			x				x	x		x	x		x		x		x	x			x		
	Live Event Development and Delivery		x		x	x			x			x	x	x	x		x					x		x
	Sustainable Project Management for Events		x		x	x	x	x				x			x		x	x				x		
	Conference Tourism	x					x	x	x							x	x				x	x	x	
	Design for Tourism and Hospitality				x		x	x	x	x	x				x		x	x			x	x		
	Entrepreneurship		x		x		x			x						x	x	x			x		x	
	Fashion Retailing			x			x							x			x		x					
	Global Food and Drink										x					x	x				x	x	x	
	Placement	x		x			x				x			x			x			x				x
	Sport Tourism						x	x							x						x		x	
	Crisis and Disaster Management		x		x		x	x		x				x			x	x		x		x		x
	Carnival and Festivals	x		x	x		x	x			x			x			x	x		x		x		x
	Community Events Sports and the Third Sector (PG)		x	x		x	x				x			x		x		x		x	x		x	
	Organisations, Strategy and Finance		x	x			x			x				x			x	x			x			
	Contemporary Issues in Events Management	x		x		x	x		x					x	x			x	x	x		x	x	
Bidding For and Managing International Events	x	x	x	x	x	x	x	x	x				x	x	x		x	x	x		x	x	x	
International Sport Event Management	x		x	x	x	x	x	x		x			x	x			x		x	x	x	x		

<p><b>A - Subject Knowledge and Understanding</b></p> <p><b>A1</b> The nature and complexity of event management organizations and the challenges of their operations and management</p> <p><b>A2</b> Fundamental principles and concepts related to the application of a variety of management and planning theories to event planning and delivery processes (business planning, project management, operations management and logistics).</p> <p><b>A3</b> Current issues in the events management sector which is informed by leading edge research and practice in the field.</p> <p><b>A4</b> The dynamic external environment within which the events sector is situated, and implications of change in this environment.</p> <p><b>A5</b> The complex and multi-disciplinary nature of events management as a field of study.</p>	<p><b>C- Practical Skills</b></p> <p><b>C1</b> Critically analyse those management principles and practices that are applied to the management of events and of event management organisations</p> <p><b>C2</b> Evaluate the effectiveness of events in achieving stakeholders' objectives</p> <p><b>C3</b> Demonstrate a technical mastery of the mechanics of project and events management, including the use of various tools and their underlying principles.</p> <p><b>C4</b> Ability to conduct research into events management issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process;</p>
<p><b>B - Intellectual Skills</b></p> <p><b>B1</b> Synthesize relevant theory to a range of complex situations taking account of its relationship and interaction with other areas of the business or organization.</p> <p><b>B2</b> Critically apply and evaluate the impact of relevant knowledge and practice in a range of complex global situations.</p> <p><b>B3</b> Develop and demonstrate an ability to acquire, analyse, evaluate and synthesize data in a wide variety of forms.</p> <p><b>B4</b> Develop and demonstrate an ability to evaluate the rigour and validity of published research and assess its relevance to new situations.</p> <p><b>B5</b> Develop creativity in the application of existing knowledge and practice to formulate new or revised approaches to practice.</p> <p><b>B6</b> Develop and demonstrate the skills to enable them to undertake a piece of original research relating to events management.</p>	<p><b>D - Transferable Skills</b></p> <p><b>D1</b> Communicate effectively by oral, written and visual means through a range of media.</p> <p><b>D2</b> Work effectively and responsibly in collaboration with others, including practitioners, staff and students, and be able to facilitate and manage group processes, negotiation and participation.</p> <p><b>D3</b> Demonstrate confidence and competence in undertaking independent work of an original nature which addresses contemporary events marketing practice.</p> <p><b>D4</b> Use IT effectively and independently to acquire, manage and communicate a range of data and materials.</p> <p><b>D5</b> Demonstrate creative problem solving skills and the application of knowledge across the discipline area.</p> <p><b>D6</b> Demonstrate openness and sensitivity to diversity in terms of other people, cultures and business and management issues</p> <p><b>D7</b> Demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of events management.</p>