



Course Information Form

This Course Information Form provides the definitive record of the designated course

Section A: General Course Information

Course Title	MSc Events Management
Final Award	MSc Events Management
Route Code	MSEVMAAF+MSETMAAF
Intermediate Qualification(s)	
FHEQ Level	7
Location of Delivery	University Square Campus, Luton
Mode(s) and length of study	Full Time over 1 Year
Standard intake points (months)	October, November, February, April, June and August
External Reference Points as applicable including Subject Benchmark	<p>Subject Benchmark Statement: Master's Degrees in Business Management</p> <p>The course conforms to QAA Framework for higher education qualifications (2014) (level 7), http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf, in particular, QAA, Masters Degree characteristics (September 2015)</p>

Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	N/A
HECoS code(s)	100 100
UCAS Course Code	

Course Aims	<p>This course offers you the opportunity to ensure you both possess a comprehensive theoretical understanding of events management and demonstrate the abilities necessary to work in national and international events organisations across a wide spectrum including sport, media, tourism, cultural events and conferences. Specifically, it will enable you to develop flexibility, creativity, multitasking and strategic thinking skills all essential for events management. In addition, the course will help you to advance essential event design and planning abilities. Further, you will develop the skills required to adopt appropriate strategic responses to planning events under different cultural and management criteria in a range of different business environments. As well as specific knowledge relating to events management, you will develop enhanced personal and interpersonal skills. These include critical thinking, team working, and problem solving, self-management and negotiation skills. In the area of professional development, you will benefit from increased organisational confidence, problems solving and international relations all vital to the 21st events industry climate.</p>
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Course Learning Outcomes	Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below		
	Outcome	Award	
	1	1. Evaluate and critically synthesize the major trends that have occurred over recent years in the event management field, including the globalisation of media covering, the fragmentation of organizations and the high competition in order to set creative strategic approaches within the events industry.	MSc Events Management + Postgraduate Diploma in Events Management
	2	2. Critically evaluate and systematically understand broad-based knowledge of events management theories, models and practices as well as develop specific analytic skills and technical capabilities in order to effectively design, plan and manage events such as business conferences, festivals, cultural happenings, sport events, concerts, trade shows and commemorative events.	MSc Events Management + Postgraduate Diploma in Events Management
	3	3. Critically assess, manage and evaluate the socio-economic impacts and effects of events and their relations with organisational, economic, political, and social dynamics, focusing also on how the event management operates in terms of promotion and regeneration of areas and destinations.	MSc Events Management + Postgraduate Diploma in Events Management
	4	4. Demonstrate effective team building and process complex information in order to answer innovatively to the challenges faced by events managers and professionals and look for new entrepreneurial opportunities	MSc Events Management + Postgraduate Diploma in Events Management
	5	5. Demonstrate effective, rigorous and reflective skills of self-management and independence in terms of planning, behaviour, motivation, individual initiative and enterprise to meet the demands of the field of study in Events Management, while taking responsibility for personal learning and continuous professional development against clearly identified personal career-related goals.	MSc Events Management
	6	6. In the absence of complete data, analyse a range of complex and pervasive issues in a systematic and creative manner to generate sound judgements and recommendations that are communicated effectively to both a specialist and non-specialist audience.	MSc Events Management
The course aims at providing you with a comprehensive understanding of events management, planning and design in the 21st			

Teaching, learning and assessment strategies

century context. It is strategic in outlook, helping you understand the complex and dynamic world of events management. You learn how to reconcile operational, tactical and strategic approaches with a deep awareness of the impact that the changes in business and commerce has had on how event management works.

You will engage in the practice of events planning and design which introduces you to event and project management skills in view of enhancing operational and marketing skills. Course field trips will build and develop your industry networks exposing you to organisations such as Luton Town Football Club, Twickenham, UK Centre for Carnival Arts, Wimbledon, Manchester, Woburn among others. The Department has previously hosted two annual regional 'Top Link' events, organised by the Youth Sports Trust. It also has links with Luton Culture, Woburn Abbey, Luton Town Football Club, and Putteridge Bury Conference Centre. These organisation among others will expand your opportunities for exposure in practice, research and possible employment.

The delivery method followed is that of Block teaching. You will undertake one Unit at a time for six weeks and that will be a block of delivery. At the end of four blocks you will progress to the master's capstone experience stage where you will opt to complete, a dissertation, a professional practice, or a live project unit. Each of these options will include an element of research methodology which is embedded within the unit. To partake in any of the capstone elements of this course you must have successfully completed 90 taught credits with the exception of the Professional Placement Unit for which you need to have successfully completed all taught elements. Each Unit will include significant direct contact time, but it will also require and provide time for individual reading and preparation for assessment. That will take place in weeks 3 and 6 of each block.

If you have opted to enrol for the 15-month course, you will take a break of one block at the end of the four taught blocks. You will then progress to the master's capstone unit in block 6. The time to complete the master's capstone unit is not affected by taking a break at the end of the four taught blocks.

Undoubtedly, being active participants in the learning process, instead of members of a passive audience, improves your learning experience and increases your knowledge. Throughout the course, you will develop a number of transferable skills. Those are the ability to conduct high quality academic enquiry, to identify questions that need to be addressed in both a professional and scientific way, to think critically when analysing, deduct when synthesizing, and to present your argument in a clear and concise manner as it is required for your success in this course but also as it will be expected by your future employers.

Your contribution to your own learning is pivotal. It is essential that, in order to maximise your benefit and to derive the best student experience, you must make optimum use of the time provided for individual learning. Direct contact times will be highly interactive and student preparation in advance is a key element for success. Starting in welcome week you will prepare for what will be an intensive delivery which will then be followed by your own individual learning and assessment. Your tutors are active researchers and they will guide you through this process by exposing you to the latest developments of the relevant subjects. Research-informed teaching is the basis for transforming a course into a unique student experience in an area of knowledge which is very dynamic in its evolution. Although the main concepts and theories might be following the structure of a textbook, you are expected to do a substantial amount of reading yourselves. There will be both guided and independent reading and the information will be available to you through BREO and your Unit Handbooks. The University's Virtual Learning Environment will be essential in your effort given the delivery method.

Assessment

A number of different assessment methods will contribute to your development and will enhance your employability. We consider it essential that comprehensive feedback is provided in due time, so it is integrated in your learning process. When group work is required, the marks given will be individual following the University of Bedfordshire's regulatory scheme. In some cases, different

	<p>kinds of assessment may be used in combination, making sure however that there are no hidden tasks. The intensive character of this Course's delivery as it is outlined in its Teaching and Learning philosophy is consistent with the needs of today's world for graduates who accumulate knowledge fast and are able to express the outcome of this process in a way that is meaningful and comprehensive. After the welcome stage, a week of intensive direct contact time followed by your own contribution through individual learning, will take you to your first assessment point. At the end of your six-week block, your final assessment will be due. This will be a demanding but very rewarding experience.</p> <p>To support student learning, monitor performance and provide appropriate feedback, formative (0 weighted or non-graded) tasks are designed such as in class discussion, debate, group work and case study presentation. The provision of formative feedback is on-going, along the week where the formative assessment has been set. Formative feedback is therefore built into the learning experience. Summative feedback on assessments will be provided within 10 days of the submission date.</p> <p>Finally, Referrals will take place during the examination week of the next block with the assessment tasks being available no later than week 3. Retakes will be taken at the next available opportunity when the required unit is running.</p>
Learning support	<p>The University's comprehensive student support service includes: Student Information Desk, a one-stop shop for any initial enquiries; Student Support team advising and supporting those with physical or learning needs or more general student well being; Study Hub team providing academic skills guidance; Personal Academic Tutoring system; a student managed Peer-Assisted Learning scheme; support from your lecturers</p>
Admissions Criteria	<p>https://www.beds.ac.uk/entryrequirements</p> <p>Approved Variations and Additions to Standard Admission</p> <p>https://www.beds.ac.uk/entryrequirements</p> <p>Approved Variations and Additions to Standard Admission</p> <p>N/a</p>
Assessment Regulations	<p>https://www.beds.ac.uk/about-us/our-university/academic-information</p> <p>Note: Be aware that our regulations change every year</p> <p>Approved Variations and Additions to Standard Assessment Regulations'</p> <p>N/a</p>

Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
BSS049-6	Project Management Practice	7	30	Core		T1/ 2		T1/ 2											
BSS050-6	Strategic Management	7	30	Core			T1/ 2	D1/ 2											
MAR040-6	Professional Practice	7	30	Option					D1/ 2	D1/ 2									
MAR041-6	Business Live Project	7	30	Option					D1/ 2	D1/ 2									
MAR042-6	Business Dissertation	7	30	Option					D1/ 2	D1/ 2									
TAL035-6	Events Management	7	30	Core	D1/ 2	A1/ 2		A1/ 2											
TAL047-6	Tourism, Society and Culture	7	30	Core	A1/ 2		A1/ 2												

Section C: Assessment Plan

The course is assessed as follows :

MSEVMAAF-

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
BSS049-6	7		Core	PR-ORAL	3	WR-I	6				
BSS050-6	7		Core	WR-I	3	CW-SW	6				
MAR040-6	7		Option	WR-I	3	WR- WB	6				
MAR041-6	7		Option	WR-I	3	PJ- PROJ	6				
MAR042-6	7		Option	WR-I	3	PJ- DISS	6				
TAL045-6	7		Core	PR-ORAL	3	WR-I	6				
TAL047-6	7		Core	WR-PO	3	WR-I	6				

Glossary of Terms for Assessment Type Codes

WR-I	Coursework - Individual Report
WR-PO	Coursework - Poster

Administrative Information

Faculty	University of Bedfordshire Business School
School	Department of International Business, Marketing and Tourism
Head of School/Department	Karl Knox
Course Coordinator	Violet Cuffy