



Queen Margaret University
EDINBURGH

**Programme Specification:
Events Management**

1	Awarding Institution	Queen Margaret University
2	Teaching Institution	Queen Margaret University
3	Professional body accreditation	N/a
4	Final Award	BA Hons
	Subsidiary exit awards	BA Events Management Certificate in Higher Education Diploma in Higher Education
5	Programme Title	Events Management
6	UCAS code	N291 BA/EV
7	SCQF Level	7-10
8	Mode of delivery and duration	Taught, full and part time, FT 3 or 4 years
9	Date of validation/review	August 2019

10. Educational aims of the programmes

The aims of the Events Management programme are:

1. To prepare and develop graduates for a career in the events management industry
2. To develop understanding and knowledge of the nature and international landscape of events and the organisations, management and impacts associated with the production and consumption of events in a contemporary global landscape
3. To develop students' intellectual capabilities of analysis and interpretation, critical evaluation, selection and synthesis, reasoned argument, research and problem solving
4. To develop graduates who can demonstrate effective management, leadership, IT, numerical, communication and research skills
5. To produce graduates who have a range of generic, transferable attributes enabling them to communicate effectively, work individually and in teams to guidelines.
6. To be innovative and adaptable to change, manage and reflect on their own learning, contribute and respond effectively to the demands of their chosen profession.

11. Benchmark statements/professional and statutory body requirements covered by the programme

Relevant QAA Subject Benchmarks (See <http://www.qaa.ac.uk/publications/information-and-guidance/publication?PubID=2915#.WpalP5q7LZ4>)

Scottish Credit Qualifications Framework (See <http://scqf.org.uk/the-framework/>)

12. Learning Outcomes of the Programme

Knowledge and understanding

On completion of the programme, the students will have gained knowledge and understanding of:

1. The shape and character of the events industry in the global environment
2. The production and consumption aspects of events, paying attention to their regulation, management and the wider policy environment
3. The impact of the business environment upon the events industry
4. Appropriate theories and concepts from generic management areas and cultural theory as applied to the events context
5. The application of technical, managerial and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to problems in the events area
6. The current trends, developments and issues which directly relate to the subject matter

Intellectual skills

On completion of the programme, students will be able to:

1. Research and assess subject specific facts, theories, paradigms, principles and concepts applicable to the events domain
2. Select, summarise and synthesise evidence
3. Describe, analyse and evaluate data
4. Critically interpret data and text from a range of academic and empirical sources
5. Select and apply appropriate knowledge, methodologies and theories to problem solving
6. Develop a reasoned argument and challenge assumptions
7. Take responsibility for their own learning and continuing professional development

Practical skills

On completion of the programme, students will be able to:

1. Plan, design, execute and evaluate events management practical activities using appropriate techniques and procedures
2. Operate effectively as a member of a team
3. Undertake fieldwork with appropriate consideration for ethics, safety and risk assessment
4. Plan, design, execute and communicate a sustained piece of independent work using appropriate media
5. Actively engage with relevant technology in the events workplace and in the analysis of findings and presentation of work.

Transferable skills

On completing the programme, students will be able to:

1. Communicate and present information in oral, written and electronic formats
2. Successfully interact with others and work as a team
3. Identify and address problems
4. Take innovative approaches and adapt to changing circumstances
5. Employ numeracy and IT skills
6. Identify appropriate sources and apply business research methods appropriately
7. Reflect and evaluate on their own practice
8. Plan and management learning and work to deadlines
9. Work and learn independently

13. Teaching and learning methods and strategies

The ethos that informs our learning, teaching and assessment derives from the wider mission of QMU and the philosophy and focus of the School of Arts, Social Science and Management. Our ambition is that our graduates will be distinctive agents of change; leaders and managers who are ethical, entrepreneurial, flexible, problem solvers, confident and internationally aware, and who will go out into their wider organisations and communities to learn and to make a difference. By increasing the focus on the economic, environmental and social sustainability of business and the practices of responsible business, we have developed an approach to business and management learning in its broadest context that is in tune with events in the wider environment within which our graduates will work. Further, we focus in our programme on the development of knowledge and skills that equip our graduates for employment and self-employment.

To implement this strategy, a variety of learning, teaching and assessment methods allow students to demonstrate their mastery of theory, practice and to celebrate achievement in as wide a variety of contexts as possible. Students will be encouraged to develop confidence in and demonstrate mastery of selecting, transforming and applying theory in a range of different situations. This includes, for level four students, a placement opportunity.

One of the key goals of our approach is to place the student at the centre of the learning experience and to empower them to take ownership of the learning process. This approach encourages the practice of critical thinking and reasoning, encourages challenges to claims and assumptions and encourages understanding of the limits and uncertainties of knowledge. It is also used to provoke an attitude of enquiry and the development of personal qualities such self-management, self-reflection, initiative, enterprise and team-working.

As is evident from the module catalogue, we follow the standard teaching delivery patterns of our School. This means that across four years of study, the balance of activity shifts from the classroom based to the directed and independent, self-directed learning.

14. Assessment strategies

The assessment strategy is designed to provide students with practice and opportunities to demonstrate their mastery of learning outcomes, provide feedback for improved learning, and offer diagnosis of strengths and weakness to develop reflective practice.

As can be seen in more detail from the module catalogue, assessment throughout the programme is both formative and summative and is designed to encourage deep rather than superficial learning. Examinations take a number of forms including unseen questions, case study analysis, MCQs (online and paper), and open book. Other forms of assessment include essays, management reports, individual and group presentations, video recorded role plays, poster presentations, reflective portfolios, project proposals and the Honours dissertation project. These assessment tools allow students to demonstrate their acquisition of knowledge and understanding through a variety of approaches. They also allows students both to develop and be tested on a range of transferable skills.

15. Programme structures and features, curriculum units (modules), credits and award requirements (including any periods of placement)

Level One

Introduction to Marketing	20 credits	Sem 1
Events and Festival Destination Development	20 credits	Sem 1
Introduction to Events and Festival Management	20 credits	Sem 1
Introduction to Finance and Accounting	20 credits	Sem 2
Digital Content Creation	20 credits	Sem 2
Events and Wellbeing	20 credits	Sem 2

Level Two

Events and Festivals with Purpose	20 credits	Sem 1
Events and Festival Project Management, Design and Operations	20 credits	Sem 1
Business Law	20 credits	Sem 1
Human Resource Management	20 credits	Sem 2
Digital Business and E-Commerce Management	20 credits	Sem 2
Live Event: Production and Evaluation	20 credits	Sem 2

Level Three

Research Methods and Skills	20 credits	Sem 1
New Enterprise Creation	20 credits	Sem 1
Events, Festivals and Urban Regeneration	20 credits	Sem 1
Consumer Decision Making and Event and Festival Experiences	20 credits	Sem 2
Elective 2	20 credits	Sem 2
Elective 3	20 credits	Sem 2

Level Four

Strategy as Practice	20 credits	Sem 1
International Festivals and Events Employability	20 credits	Sem 2
Critical Issues in International Management	20 credits	Sem 2
International Events Leadership and Social Justice	20 credits	Sem 2
Dissertation	40 credits	Year Long

Work and Volunteering opportunities

The opportunity to develop experience in the workplace and to build employability via the application of theory into practice is a key facet of the suite of the programme.

Within the BA (Hons) Events Management degree, there are continuing opportunities presented to students to gain experience through employment and volunteering roles being offered through industry contacts and related partners. In addition to this there are training, Internships and scholarship opportunities available through the course of study. These allow the students to apply theory in 'real world' contexts, and to develop transferable skills useful beyond university.

16. Criteria for admission

Students are admitted to the Undergraduate programmes within the Division of Business, Enterprise and Management from a diverse variety of academic backgrounds. Typically, these include:

- Entrants who apply directly from school;
- Entrants from Further Education in the UK or its equivalent in mainland Europe;
- Students who develop their studies with a Trans-national educational partner and transfer to our Edinburgh campus for Level 3; and
- Mature students who have typically devoted time to employment and/or caring responsibilities prior to entry.

The variety of learner journeys is reflected in our admissions criteria.

Scottish Higher: BBBC (102 UCAS points)

A Level: BCC (104 UCAS points)

Irish Leaving Certificate: H2 H3 H3 H3 (102 UCAS points)

International Baccalaureate: 28 points

International: IELTS of 6.0 with no element lower than 5.5

Required subjects: Maths and English at S/Int2/N5/GCSE

Direct Entry

Year Two

HNC: HNC in a related subject with B in the graded unit

Scottish Higher: BC at Advanced Higher (88 UCAS points) in relevant subjects plus BB at Higher (54 UCAS points)

A Level: BBB in relevant subjects (120 UCAS points)

Year Three

HND: HND in a related subject with CB in the graded unit

For details of related HNC and HND courses, see www.qmu.ac.uk/college-qualifications.

Mature/Access: We welcome applications from mature students with relevant qualifications and /or experience. Mature applicants (over 21) may be admitted without the usual formal qualifications as long as they can demonstrate capability for sustained study. [See related Access courses.](#)

17.Support for students and their learning

The programme team prides itself on being approachable and attentive to all our students. This ethos blends well with the range of structured student support available, which includes:

- a. Personal Academic Tutors
- b. Student handbooks
- c. Access to Effective Learning Services, LRC, Hub and IT support
- d. Access to Student Services: careers, counselling, disability advice
- e. Representation through Student-Staff Consultative Committees

18. Quality Assurance arrangements

This programme is governed by QMU's quality assurance procedures. See the QMU website for more detail: <http://www.qmu.ac.uk/about-the-university/quality/>