

## PART TWO: PROGRAMME SPECIFICATION

### Course record information

Name and level of final award:	MA Events and Conference Management The MA Events and Conference Management is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards:	Postgraduate Diploma Events and Conference Management Postgraduate Certificate Events and Conference Management
Awarding body/institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone Road
Language of delivery and assessment:	English
Course/programme leader:	Claire Humphreys
Course URL:	<a href="http://westminster.ac.uk/courses/subjects/tourism-and-events/postgraduate-courses/full-time/p09fpcfm-ma-events-and-conference-management">westminster.ac.uk/courses/subjects/tourism-and-events/postgraduate-courses/full-time/p09fpcfm-ma-events-and-conference-management</a>
Mode and length of study:	1 year full time or 2 years part time
University of Westminster course code:	EVMPEVM
JACS code:	N820
UKPASS code:	035830
QAA subject benchmarking group:	N/A
Professional body accreditation:	N/A
Date of course validation/review:	February 2012
Date of programme specification:	2014/15

### Admissions requirements

The course is aimed at graduates seeking to establish or develop a career in the events and conference industry in the UK or abroad, in the private or public sector. Normally, applicants should have:

- A good undergraduate Honours degree or equivalent;
- A good standard of English. Non-native speakers may be required to provide test evidence of proficiency. The required minimum will be IELTS 6.5 or equivalent.

Exceptionally, an applicant without these formal qualifications but with considerable work experience in the conference or events industry may be accepted at the discretion of the Course Leader.

The University is an equal opportunity institution. The course team is fully committed to wide access to the course, and care and support for students in line with University policy.

Accredited Prior Learning (APL) entitles students to exemptions. Exemptions will be limited to whole modules where, in the opinion of the Course Leader or his/her nominee, the match between the Prior Experiential Learning or the Prior Certificated Learning and the MA Events and Conference Management module is sufficiently close, i.e.:

- the content and level of attainment of the experience gained or the course previously studied by the applicant are equivalent to a module in the award;
- the applicant provides evidence of this experience or evidence of successful completion of the earlier studies;
- as appropriate, the applicant provides evidence that he/she would be able to apply the module content effectively.

Note: University regulations state that, If a student already has a Masters degree, any use of credit from this towards another Masters degree is considered double counting of credit. A student may “top up” credit from a Postgraduate Certificate or Diploma to a Masters, but cannot use learning, which has already contributed to one Masters degree to claim credit towards another Masters degree.

## **Aims of the course**

The aims of the MA Events and Conference Management course are:

- To build upon and further develop students’ intellectual and academic abilities to examine the subject area rigorously.
- To equip students with the ability to take a strategic and analytical approach to the planning and management of events in all their forms, including those focused on sports, festivals, business meetings and conferences.
- To develop an understanding of the complex links between event management and venues, destinations and the wider context of tourism development.
- To develop students’ capacity to apply their learning and skills critically in a professional context, devise solutions and critically evaluate practical courses of action based on a rigorous approach to argument and data.
- To encourage students to consider in a judicious and systematic manner each aspect of practice in this field and to become reflective practitioners throughout their professional lives.
- To develop students’ expertise in a wide ranges of transferable skills, in particular their ability to communicate and negotiate effectively, both in writing and orally.

## **Employment and further study opportunities**

Today's organisations need graduates with both good degrees and skills relevant to the workplace, ie employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

Graduates from the MA Events and Conference Management course enter a wide range of careers, in both the private and the public sectors, in Britain and internationally. These careers range from event design, conference planning, through venue management, to destination marketing – working with a tourism organisation or convention bureau to attract conferences and events to a particular country or city. Some students continue studying by pursuing doctoral studies

## **Learning outcomes**

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

### *Knowledge and understanding*

- Develop an in-depth and critical understanding of the contribution of events and conferences to the communications systems required by modern society and to the balanced development of tourism destinations
- Demonstrate a thorough awareness of the roles of the various stakeholders who supply services and facilities essential to the operations of events
- Establish the ability to consider, in a strategic and analytical manner, complex problems in the professional fields related to the event and conference sectors, and to propose and implement appropriate creative and original solutions
- Attain an awareness of the ethical dimension of many of the decision-making processes involved in event and conference management, and the role of codes of ethics in guiding behaviour in these sectors
- Achieve an awareness of new insights which are shaping the future of events management in an international context

### *Specific skills*

- Identify and evaluate key elements in the market environment that are influencing the development of the event and conference industry.
- Recognise good practice in the marketing of events and the venues which host them, and appreciate its influence on destinations.
- Apply appropriate techniques to the planning and evaluation of events and conferences.

### *Key transferable skills*

- Skills which are essential to effective communication orally, in writing, and through other relevant means
- Skills in the rigorous use of numerical and other data
- Organisational, leadership and negotiating skills which are vital for successful participation in the event management process
- Confidence in decision-making in complex situations
- The ability to reflect continuously and critically upon their own professional development in terms of the careers management skills and life-long learning required at each stage of students' career trajectory.

## **Learning, teaching and assessment methods**

### *Learning and Teaching*

The teaching and learning strategy aims to develop students' intellectual powers; understanding and judgement; problem-solving skills; ability to communicate effectively; and ability to negotiate and to work effectively in teams. Taking the University's Skills Policy fully into account, this course aims to achieve an appropriate balance between knowledge and skills.

Throughout the programme, students are expected to develop independence in, and responsibility for their own learning. Developing competence in self-development and in the planning and control of students' own learning and career management are valuable skills that we seek to embed to the greatest extent possible.

A varied pattern of teaching and learning methods is used on the course. These include lectures, group work, case-study work, site visits, and presentations from practitioners from various event and conference organisations. The mix of delivery methods varies somewhat between modules. The use of case-studies, site visits, problem-solving exercises, and outside speakers provides for full-time students an important substitute for ongoing work experience, and for part-time students the opportunity to experience situations and problems not necessarily common in their particular workplaces.

A residential field trip is embedded into the course to further support these learning methods. This is designed to enhance knowledge and understanding of the industry while also providing a discrete opportunity for students to compare and contrast theoretical principles with practice

### *Assessment*

The assessment completed for the programme is strategically designed to ensure that, upon graduating from the course, students will have had the opportunity to display their theoretical knowledge and demonstrate their ability to apply that knowledge, enhanced through contact with industry and practice.

Assessment takes a variety of forms to allow for the demonstration of skills, knowledge and analytical ability in the most appropriate way for the modules offered. Therefore assessment depends upon the modules chosen, but across the course features a mixture of coursework, presentations, examinations and a dissertation.

### **IMPORTANT**

You should remember that this is a highly intensive programme, and you will need to do a great deal of work in your own time, outside the classroom. This will include a wide range of reading as well as work on specific assignments and other tasks. As Masters students, we will expect you to take the primary responsibility for your learning and for time planning that allows you to deal with many conflicting demands. In order to succeed on the programme, you must ensure that other commitments do not prevent you from devoting sufficient time to your academic work.

## Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
ATRS700	Event Concepts	Core	20	10
ATRS701	Events and Conference Marketing	Core	20	10
4TRS7B8	Conference and Events Planning	Core	20	10
4TRS7A4	Dissertation	Core	60	30
4TRN7A3	Airline Planning and Management	Option	20	10
4TRN7A1	Airport Planning and Management	Option	20	10
ATRS702	Exploring Creative Experiences for Attractions and Events	Option	20	10
ATRS703	Festivals Culture and Place	Option	20	10
ATRS704	Mega Events	Option	20	10
ATRS705	Professional Practice	Option	20	10
4TRS7A6	Tourism and Cities	Option	20	10
4TRS7A7	Responsible Tourism	Option	20	10

## Course Schedule

In order to qualify for the award of MA Events and Conference Management, students must pass:

*Full-time mode*

Semester 1	Semester 2
Event Concepts*	Conference and Events Planning *
Events and Conference Marketing*	Option
One option module and one free choice module	
Dissertation*	

### Part-time mode

Year 1

Semester 1	Semester 2
Event Concepts*	Conference and Events Planning *
Events and Conference Marketing*	Option

Year 2

Semester 1	Semester 2
One option module and one free choice module	
Dissertation*	

\* = core modules

Please note: Not all option modules will necessarily be offered in any one year.

### Academic regulations

The MA Events and Conference Management and its intermediate awards operate in accordance with the University's Academic Regulations and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland published by the Quality Assurance Agency for Higher Education (QAA) in 2008.

All students should make sure that they access a copy of the current edition of the general University handbook called Essential Westminster, which is available at [www.westminster.ac.uk/essential-westminster](http://www.westminster.ac.uk/essential-westminster). The following regulations should be read in conjunction with Section 18: Modular Framework for Postgraduate Courses and relevant sections of the current Handbook of Academic Regulations, which is available at [www.westminster.ac.uk/academic-regulations](http://www.westminster.ac.uk/academic-regulations).

## **Award**

To qualify for the award of MA Events and Conference Management, a student must have:

- passed modules worth at least 180 credits at Level 7 and
- attempted (see definitions in appendix 1) modules worth no more than 240 credits (under this regulation a first attempt of any module will count as an attempt, and a re-attempt of any module that a student has failed will count as a further, separate attempt. Re-assessment following referral at the first sit will not count as a further separate attempt).
- satisfied the requirements contained within any course specific regulations for the relevant Course Scheme.

The University may award

- a Masters degree with Merit to a student where an average of at least 60% has been achieved in modules at Level 7.
- a Masters degree with Distinction to a student where an average of at least 70% has been achieved in modules at Level 7.

An intermediate award of a Postgraduate Certificate (normally 60 UK credits at Level 7) or a Postgraduate Diploma (normally 120 UK credits at Level 7) is available for students who are unable to complete the course. These awards may specify particular modules which must be passed or have course specific regulations.

## **Support for students**

Upon arrival, an induction programme will introduce students to the staff responsible for the course, the campus on which they will be studying, the Library and IT facilities and to the Faculty Registry. Students will be provided with the Course Handbook, which provides detailed information about the course. Students are allocated a personal tutor who can provide advice and guidance on academic matters.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at their Faculty. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books).

Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

[Student Affairs](#) provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy providing multi-faith guidance. The Student Affairs Hub is located at 101 New Cavendish Street, Cavendish House (1st Floor), with an additional office located at the Harrow Campus.

<http://www.westminster.ac.uk/study/new-students/when-you-arrive>

The [University of Westminster Students' Union](#) also provides a range of facilities to support all students during their time at the University. <http://www.uwsu.com/>

## **Reference points for the course**

### **Internally**

All members of the academic staff team are actively engaged in research, publication and consultancy in different aspects of events and the wider tourism field generally. This scholarship, alongside involvement in the industry, provides essential underpinning for the Masters programme. Staffs have wide experience in teaching and course design, including through research and experience as External Examiners. The course has been designed to take account of the University's mission to provide education for professional life and to meet the requirements of the University policies on personal development and employability. The course structure meets the requirements of the modular frameworks and the academic regulations

### **Externally**

There is no QAA Benchmark statement specifically for Events at Masters level. However, the QAA Subject Benchmark Statement for Hospitality, Leisure, Sport and Tourism (designed for BA (Hons) programmes) recently include commentary on Events programmes and this has been considered in the course design. Furthermore, the QAA framework for higher education qualifications (2008) has set a number of descriptors specifically for postgraduate level qualifications and these have informed the learning outcomes for the programme. Industry feedback and ideas developed through the EMBOK (Event Management Body of Knowledge) project has also informed course design

## **Quality management and enhancement**

### **Course management**

The management structure supporting the course is as follows:

- Course Leader: responsible for day to day running and overall management of the course and development of the curriculum
- Head of Department: holds academic responsibility for the course and other courses within the Department
- Dean of School: holds overall responsibility for the course, and for the other courses run by the School
- Vice-Chancellor: holds overall responsibility for all Schools within the University

### **Course approval, monitoring and review**

The course was initially approved by a University Validation Panel in 2003. The panel included internal peers from the University and external subject specialists from academia and industry to ensure the comparability of the course to those offered in other universities and the relevance to employers. Periodic course review helps to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers.

The course is monitored each year by the School to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from each Course Committee, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. The Annual Monitoring Sub-Committee considers the School action plans resulting from this process and the outcomes are reported to the Academic Council, which has overall responsibility for the maintenance of quality and standards in the University.

## Student involvement in Quality Assurance and Enhancement

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways. The most formal mechanism for feedback on the course is the Course Committee. Student representatives will be elected to sit on the Committee to represent the views of their peer group in various discussions. The University and the Students' Union work together to provide a full induction to the role of the Course Committee.

All students are invited to complete a Module Feedback Questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced. The University also has an annual Student Experience Survey, which elicits feedback from students about their course and University experience.

Students meet with review panels when the periodic review of the course is conducted to provide oral feedback on their experience on the course. Student feedback from course committees is part of the Schools' quality assurance evidence base.

### For more information about this course:

- Course Leader: Claire Humphreys ([humphrc@westminster.ac.uk](mailto:humphrc@westminster.ac.uk))
- Academic Admissions Tutor: Simon Curtis ([curtiss@westminster.ac.uk](mailto:curtiss@westminster.ac.uk))
- Admissions Officer: Andrew Kenney ([kenneya@westminster.ac.uk](mailto:kenneya@westminster.ac.uk))

Webpages: [westminster.ac.uk/tourism](http://westminster.ac.uk/tourism)

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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