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
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone Road
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	1 year full time or 2 years part time
QAA subject benchmarking group(s):	
Professional statutory or regulatory body:	
Date of course validation/review:	February 2012
Date of programme specification approval:	2014/15
Course Leader:	Claire Humphreys
Course URL:	westminster.ac.uk/courses/postgraduate
Westminster Course Code:	EVMPEVM
JACS Code:	N820
UKPASS Code:	035830

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here:
https://www.westminster.ac.uk/courses/postgraduate/how-to-apply

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**
7EVMN002W	Event Concepts	**Core**	20	10
7EVMN003W	Events and Conference Marketing	**Core**	20	10
7EVMN001W	Conference and Events Planning	**Core**	20	10
7TOUR001W	Dissertation	**Core**	60	30
7TRAN007W	Airline Planning and Management	Option	20	10
7TRAN009W	Airport Planning and Management	Option	20	10
7EVMN004W	Exploring Creative Experiences for Attractions	Option	20	10
7TOUR002W	Festivals Culture and Place	Option	20	10
7EVMN005W	Mega Events	Option	20	10
7TOUR003W	Professional Practice	Option	20	10
7TOUR006W	Tourism and Cities	Option	20	10
7TOUR004W	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 current Handbook of Academic Regulations is available at
westminster.ac.uk/academic-regulations

How will you be supported in your studies?

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

Academic Support
Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Faculty Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. 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

Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students[1] 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.

Support Services
The University of Westminster Student Affairs department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

How do we ensure the quality of our courses and continuous improvement?
The course was initially approved by a University Validation Panel in 2003. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty 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 Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?
Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

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[1] Students enrolled at Collaborative partners may have differing access due to licence agreements.

- Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.

- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.

- All students are invited to complete a 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 Postgraduate Taught Experience Survey or PTES which helps us compare how we are doing with other institutions, to make changes that will improve what we do in future and to keep doing the things that you value.

For more information about this course:
- Course Leader: Claire Humphreys (humphrc@westminster.ac.uk)
- Academic Admissions Tutor: Simon Curtis (curtiss@westminster.ac.uk)
- Admissions Officer: Andrew Kenney (kenneya@westminster.ac.uk)

Webpages: 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.