

**PROGRAMME SPECIFICATION**

**Course record information**

Name and level of final award:	MA Event Design and Management The MA Event Design and Management is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards:	Postgraduate Diploma Event Design and Management Postgraduate Certificate Event Design and 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:	One year full time, two years part time day
<a href="#">QAA subject benchmarking group(s)</a> :	None established for Masters level study in Event Management
Professional statutory or regulatory body:	None
Date of course validation/review:	2003/2009/2012/2017
Date of programme specification approval:	November 2017
Valid for cohorts:	2018/19
Course Leader:	Claire Humphreys
Course URL:	<a href="https://www.westminster.ac.uk/courses/subjects/tourism-and-events/postgraduate-courses/september/full-time/events-and-conference-management-ma">https://www.westminster.ac.uk/courses/subjects/tourism-and-events/postgraduate-courses/september/full-time/events-and-conference-management-ma</a>
Westminster Course Code:	PMTOE01F (FT) PMTOE01P (PT)
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: [westminster.ac.uk/courses/postgraduate/how-to-apply](http://westminster.ac.uk/courses/postgraduate/how-to-apply)

### **Aims of the course**

The MA EVENT DESIGN AND MANAGEMENT has been designed to:

- Build upon students' intellectual and academic abilities to examine and rigorously apply conceptual frameworks to the design and delivery of events.
- Equip students with the ability to analyse complex issues in event management; take a rigorous and critical approach; devise and evaluate practical actions and solutions; so as to be able to respond in strategic and tactical terms
- Facilitate students' understanding of and expertise in a wide range of transferable skills and competencies that are particularly appropriate to careers in events but which are relevant to a wide range of other industries and activities.

### **Employment and further study opportunities**

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. 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.

### **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 to business and societal development.
- Demonstrate a thorough awareness of the roles of the various stakeholders affected by or influencing the successful design and delivery of events.
- Critical appreciation of the ethical and commercial dimensions involved in event management.
- Recognise the impacts of current trends shaping the future of events management in an international context.

### **Specific skills**

- Analyse complex situations and apply entrepreneurial management solutions.
- Propose and implement appropriate creative and original solutions in the design of events that successfully meets the requirements of a full range of stakeholders.
- Apply appropriate managerial techniques to the strategic planning of events  
Understand good practice in the design and operational delivery of events.
- Develop robust research skills and apply these to inform the evaluation of event management.

### **Key transferable skills**

- Organisational, leadership and negotiating skills which are vital for successful participation in the event management industry
- Confidence in problem-solving and decision-making in complex situations.
- Learn independently and self-critically
- Communicate and debate effectively in a professional context
- Plan and deliver a programme of investigation, considering creativity and originality in the process
- Manage work effectively, through digital literacy, team-working and time management.
- Gather and evaluate data rigorously and with confidence
- The ability to reflect critically upon their own professional development in terms of the careers management skills and life-long learning.

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

### **Learning**

The learning approach employed develops students' intellectual powers; understanding and judgement; problem-solving skills; ability to communicate effectively; and ability to negotiate and to work effectively in teams.

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

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.

### **Teaching**

A varied pattern of teaching 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 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.

### **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. Methods of assessment include investigative assignments, individual and group coursework, examinations and a dissertation with in-depth individual research. Assessment format examples include written reports, essays, videos, infographics and posters.

## 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 Concept and design	Core	20	10
7EVMN003W	Event Strategy	Core	20	10
7EVMN001W	Event Planning and Management	Core	20	10
7TOUR010W	Research and Communication Skills	Core	20	10
7TOUR009W	Dissertation	Core	40	10
7TOUR003W	Professional Practice	Option	20	10
7EVMN004W	Creating the Attraction and Event Experiencescape	Option	20	10
7EVMN006W	Delivering the Event Experience	Option	20	10
7EVMN007W	Global Festivals and Events	Option	20	10
7TOUR011W	Tourism, Culture and Society	Option	20	10
7TRAN034W	Airline and Airport Management	Option	20	10

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

### Professional Body Accreditation or other external references

None

### Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations)

### How will you be supported in your studies?

#### Course Management

The MA Event Design and Management course is delivered by a team of permanent academic staff with specialist knowledge in event management and related disciplines. Additionally part-time staff and visiting speakers are used to offer additional expertise and industry experience. The course is managed by the PG Tourism and Events programme leader

#### 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<sup>1</sup> 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.

- Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to

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<sup>1</sup> Students enrolled at Collaborative partners may have differing access due to licence agreements.

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.

**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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