Course Specification

MSc International Events Management (FBLT061)
MSc International Events Management (Professional Experience*) (FBLT082)

Faculty of Business and Law
School of Marketing and Management

Academic Year 2019/20

*The course award title will be MSc International Events Management. The reference to Professional Experience is based on a 24 month programme consisting of 3 semesters (1 year) in placement.

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
1. Introduction

The international growth and increased professionalization of the event industry requires experts in areas such as event planning, operations, sustainability, risk and technology management, who are also able to think strategically and have a broad understanding of the organisational challenges. The aim of the MSc International Events Management is to prepare students to be professional event practitioners with the theoretical knowledge, skills and personal attributes that will enable them to become leaders in the event industry. Our graduates will be adaptable and reflexive event management specialists, capable of filling senior management positions within the sector.

The strong specificities of the event industry justify the adoption of event-specific modules, for students to develop “a sound understanding of [event] business / organisational contexts [...] to be able to make an early and significant contribution to their employer” (QAA Subject benchmark statement for the Masters awards in business and management).

As such, the MSc International Events Management (and its extended version ‘with Professional Experience’) aims to provide specialist training for event business managers who are working in the sector or those who are seeking a professional career in the industry, in the UK or internationally. It is also open to graduates in business and management or related disciplines who are looking for the opportunity for employment in any of the many sectors that comprise the event sector.

The full-time route is essentially designed to recruit a mix of international and UK graduates who may not have experience in the industry, whereas the part-time route is designed to recruit graduates from the UK with events management experience who are wishing to further develop their career and pursue leadership roles within the event industry. The extended 2-year MSc with Professional Experience is only available as full-time and has been designed for those who wish to gain professional experiences as part of their study to enhance their employability.

The MSc International Events Management with Professional experience pathway is an extended full-time Masters with a substantive professional experience component. Students who would like to undertake a professional experience will have to apply by the given deadline. Professional experience placements are subject to a competitive application and selection process and the host organisation may include the University, its Sport Centre or Students’ Union. Placements may be paid or unpaid, and this will depend on what is being offered and agreed with the host organisation. Students will have to successfully complete a significant reflective piece supported by their placement to pass the Professional Experience module. Placements are subject to availability and a competitive selection process. Although the University will provide support and help source placement opportunities, it is ultimately the student’s responsibility to secure a placement. Students who are not successful to find a placement by the university deadline will continue on the 12 month MSc International Events Management.

Industry-recognised guidance such as Event Management Body Of Knowledge (EMBOK) was taken into consideration when developing the course. EMBOK is a holistic, three-dimensional, comprehensive international framework which contains five knowledge domains, five phases, five processes, and five core values (i.e. creativity, strategic thinking, continuous improvement, ethics, and integration) required of the event management professional. The course structure of the MSc International Events Management covers EMBOK five knowledge domains and five core values, with modules on Human Resource Management in Events, Event Design, Event Marketing, Event Operations Management, Event Risk Management, Event Planning and Strategic Management, and Event Sustainability and CSR. The course assessment strategy also responds to EMBOK five phases and processes (which focus on the time dimension and sequential system of event management) by using live events as a backbone running throughout the year, to which individual modules will contribute through
specific assessments at different phases of the event life cycle. This will ensure students can see the connections between modules and better relate their learning to the real world.

The course is further supported by practical and applied activities such as industry visits and guest speakers and the use of innovative assessments that put a strong emphasis on employability and industry engagement. For example, students will be expected to organise two exhibitions on technology and sustainability, which will showcase their work to industry professionals / professional associations / public. There are also various opportunities for students to engage in team work simulations and volunteering activities.

This course is aligned with the University’s 2021 Corporate Strategy. It incorporates the six pillars of the University’s Education Strategy of Transformative Learning. Particularly, it puts a strong emphasis on research-inspired teaching, international engagement and responsible management / sustainability / CSR, as well as creativity and enterprise and innovation and digital fluency. Additionally, students will be well prepared for employment as the course incorporates embedded employability and offers students the opportunity to do an internship.
### 2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Science in International Events Management</td>
<td>1/2 year Full Time (2 years if undertaking Professional experience).</td>
<td></td>
<td>Level 7</td>
</tr>
<tr>
<td></td>
<td>2 years Part Time</td>
<td></td>
<td>Level 7</td>
</tr>
<tr>
<td></td>
<td>2 years Full Time</td>
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</tr>
</tbody>
</table>

**Fallback awards:**
- Postgraduate Diploma International Events Management
- Postgraduate Certificate International Events Management

<table>
<thead>
<tr>
<th>3 Awarding Institution/ Body</th>
<th>Coventry University</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Collaboration</td>
<td>N/A</td>
</tr>
<tr>
<td>5 Teaching Institution and Location of delivery</td>
<td>Coventry University</td>
</tr>
<tr>
<td>6 I Internal Approval/ Review Dates</td>
<td>Date of approval: March 2017</td>
</tr>
<tr>
<td>7 Course Accredited by</td>
<td>None</td>
</tr>
<tr>
<td>8 Accreditation Date and Duration</td>
<td></td>
</tr>
<tr>
<td>9 QAA Subject Benchmark Statement(s) and/or other external factors</td>
<td>The course follows the QAA Subject Benchmark Statements for Specialist Master’s degrees in Business and Management (2015), Type 1 (<a href="http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and%20Management-15.pdf">http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and%20Management-15.pdf</a>)</td>
</tr>
<tr>
<td>10 Date of Course Specification</td>
<td>March 2017 [revised January 2019]</td>
</tr>
<tr>
<td>11 Course Director</td>
<td>Steve Raven</td>
</tr>
</tbody>
</table>
12 Outline and Educational Aims of the Course

The generic aim of the MSc International Events Management is to prepare students to be professional event practitioners with the theoretical knowledge, skills and personal attributes to become leaders in the event industry. Our graduates will be adaptable and reflexive event management specialists, capable of filling senior management positions within the sector.

The educational aims of the course are:

1. To introduce students to a range of concepts and theories that will enable them to critically analyse events organisations, contexts and functions, both nationally and internationally.

2. To allow students to develop their ability to apply knowledge and understanding of events management to complex or difficult issues, both systematically and creatively, to improve business and management practice, including within an international context.

3. To enable students to further develop analytical and decision-making skills, intercultural competencies as well as management skills and to encourage reflective practice.

4. To develop students’ lifelong learning skills, including engendering an enthusiasm for events management and for learning more generally as part of continuing personal and professional development.

The course involves a range of modules with a national and international focus that are taught in an inter-culturally diverse learning environment. The degree seeks to produce autonomous learners, able to work with self-direction and originality; with the ability to blend theory and practice in complex situations, and have an appreciation of how properly conducted research can enhance their performance as event managers.

The programme develops students’ strategic thinking, effective communication and research skills, all directly relevant to employers and such skills are designed to be of great value when seeking future employment. The course incorporates a Chartered Management Institute (CMI) accredited module, 7002CRB ‘Global Professional Development - Consultancy’. Students who successfully complete the module and meet the CMI evidence requirements will gain a Level 7 Certificate in Strategic Leadership and Management and a Level 7 Award in Professional Consulting. This will enable students to apply for Chartered Manager status via the qualified route, once the other entry criteria have been met.

The aforementioned educational aims align with the QAA framework for Higher Education (2014) Qualifications Descriptors at Level 7 whereby students are required to have a systematic understanding of knowledge and a critical awareness of contemporary problems. In addition, students will develop originality in the application of knowledge and develop conceptual understanding enabling them to critically evaluate current research, as well as develop a range of transferable skills necessary for employment.
13 Course Learning Outcomes

A student who successfully completes the course will be able to:

1. Demonstrate a systematic in-depth understanding of the development, characteristics, issues and influences relevant to international events management;
2. Review and analyse the key socio-cultural, political, economic, technological, ethical and environmental factors that shape the events sector internationally;
3. Demonstrate power of critical enquiry, logical thought, creative imagination and independent judgement to support responsible decision making and research;
4. Have a professional attitude and demonstrate skills relating to communication, entrepreneurship, teamwork, project planning, intercultural competence and responsibility for individual learning;
5. Follow the principles of responsible management in the design and delivery of events that are respectful of communities and stakeholder groups;
6. Evaluate and select innovative technologies to plan, design, execute, and evaluate a range of event-related activities;
7. Drawing on the latest development in disciplinary knowledge, work independently to solve complex problems and undertake research, reaching informed decisions and critically reviewing them;
8. Develop the capacity to manage their personal continuous learning and development, thus becoming ‘reflective’ events professionals.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, their credit value and pre/co requisites are identified in Table 1 below.

Students on the course have to take 9 mandatory taught modules), and a Postgraduate Dissertation / Consultancy Project. This Dissertation / Project will be supported by research methods workshops. In addition to the above, students undertaking professional experience must also undertake a module for each of the 3 semesters they are on placement which are zero credit and based on a pass/fail assessment. The professional experience must be undertaken after 2 semesters of taught modules and before the final semester for the Postgraduate Dissertation / Consultancy Project and CMI module.

Cascade of Awards: MSc International Events Management

The cascade of awards for the students enrolled on this course is as follows:

- MSc International Events Management (180 credits)
  - Postgraduate Diploma International Events Management (120 taught credits)
    - Postgraduate Certificate International Events Management (60 taught credits)
<table>
<thead>
<tr>
<th>Module code</th>
<th>Title</th>
<th>Credit Value</th>
<th>Mandatory/Optional</th>
<th>Course Learning Outcomes</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>7 7036SMM</td>
<td>Human Resource Management in Events</td>
<td>15</td>
<td>M</td>
<td>X</td>
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<tr>
<td>7 7037SMM</td>
<td>Event Planning and Strategic Management</td>
<td>15</td>
<td>M</td>
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<td>X X</td>
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<tr>
<td>7 7038SMM</td>
<td>Event Design and Applied Technology</td>
<td>15</td>
<td>M</td>
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<tr>
<td>7 7039SMM</td>
<td>Understanding the Event Industry: varieties, international dimensions and contemporary issues</td>
<td>15</td>
<td>M</td>
<td>X</td>
<td>X X</td>
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<tr>
<td>7 7040SMM</td>
<td>Event Operations Management</td>
<td>15</td>
<td>M</td>
<td>X</td>
<td>X X X X</td>
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<tr>
<td>7 7042SMM</td>
<td>Event Sustainability and CSR</td>
<td>15</td>
<td>M</td>
<td>X</td>
<td>X X X X</td>
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<tr>
<td>7 7043SMM</td>
<td>Event Marketing, PR, Sponsorship and Fundraising</td>
<td>15</td>
<td>M</td>
<td>X</td>
<td>X X X X</td>
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<tr>
<td>7 7002CRB</td>
<td>Global Professional Development-Consultancy</td>
<td>10</td>
<td>M</td>
<td>X</td>
<td>X X</td>
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<tr>
<td>7 7011SMM</td>
<td>Postgraduate Dissertation / Consultancy Project *</td>
<td>50</td>
<td>M</td>
<td>X</td>
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<td>7 7064SMM</td>
<td>Postgraduate Professional Experience 1**</td>
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<td>M</td>
<td>X</td>
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<td>7 7065SMM</td>
<td>Postgraduate Professional Experience 2**</td>
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<tr>
<td>7 7011SMM</td>
<td>Postgraduate Professional Experience 3</td>
<td>0</td>
<td>M</td>
<td>X</td>
<td>X X X X</td>
</tr>
</tbody>
</table>

* Internships/consultancy projects as part of this module are subject to availability and a competitive application process.

** Professional experience opportunities are subject to availability and competitive application process. They are not guaranteed by the University. Although the University will provide support and help source opportunities, it is ultimately the student's responsibility to secure a placement. Students who are not successful to find a placement by the university deadline will continue in the standard MSc International Events Management.
15 Criteria for Admission and Selection Procedure

The course is subject to the general University admission procedures and access policies.

Accepted applicants will normally hold an honours undergraduate degree (minimum 2:2) in a relevant academic discipline. Applicants with a degree in another discipline may be admitted after consideration on a case-by-case basis.

Applications from candidates with relevant experience are encouraged and will be considered on an individual basis.

Careful monitoring of applications to ensure that successful applicants are suited to the course takes place. Where necessary, applicants are interviewed, especially those that do not appear to meet standard admissions criteria. Where deemed appropriate, a written exercise may be administered to establish suitability.

Where English is not the applicant’s first language, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.5 or equivalent.

Accreditation for prior learning (APL) is in accordance with University regulations.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Regulations
## 17 Indicators of Quality Enhancement

The following are key indicators of quality and standards:

- The course has been designed in accordance with the QAA Subject Benchmark Statement for Master’s degrees in Business and Management (QAA, June 2015) and the QAA Subject Benchmark Statement for Events, Hospitality, Leisure, Sport and Tourism (QAA, November 2016).

- Coventry Business School is ranked by EDUNIVERSAL in the ‘Excellent Business School’ (3 Palme’s) worldwide category. EDUNIVERSAL provides a ranking and information system for students in order to help decide which Business School to study at (http://eduniversal-ranking.com/).

- The MSc Event Management, which the MSc International Events Management builds up on and replaces, was ranked No2 in the UK and No35 internationally in its category by EDUNIVERSAL-Best Masters 2015-16.

- Coventry Business School is a signatory to ‘The Principles for Responsible Management Education’ (PRME) initiative http://www.unprme.org/. PRME has 6 principles, including; Purpose, Values, Method, Research, Partnership and Dialogue. These key principles of PRME are addressed in the course.

- The School of Marketing and Management has been strongly involved alongside the Faculty Centre for Business in Society on CARNIVAL, a EU-funded international research projects on mega-events and their legacies.

- The School has excellent links with local organisations in the events industry, including the Ricoh Arena, an international events venue regularly hosting sporting events, large music concerts, exhibitions, conferences and meetings, and wedding and banqueting; regular meetings of the School Advisory Board, made up of local employers, provide input to course management and development.

- The School has a growing network of alumni working in the events industry, nationally and internationally, whose feedback informs the continuous development of the course.

- The Guardian University Guide 2016 ranked the university 15th overall (of 116 universities) and 2nd for Hospitality, Events and Tourism related subjects.

- The University was ranked in the top 4% of worldwide higher education institutions in 2014 by QS World University Rankings.

- University of the Year, 2015 at the Times Higher Education Awards (2015).


The QAA’s Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations in:

- the setting and maintenance of the academic standards of awards.
- the quality of student learning opportunities.
- the quality of the information about learning opportunities.
- the enhancement of student learning opportunities.

## 18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Course Handbooks, available from the module web page

- Module Guides which are produced for all modules and are available on the Moodle Module page

- Module Information Directory (MID)

  https://webapp.coventry.ac.uk/MidWebNext/Main.aspx

- Study Support information is accessible from the home page of the Coventry University Student Portal

  https://students.coventry.ac.uk/Pages/index.aspx