



## COURSE SPECIFICATION

Course Aim and Title	MSc Events and Hospitality Leadership
Intermediate Awards Available	Postgraduate Diploma in Events and Hospitality Leadership  Postgraduate Certificate in Events and Hospitality Leadership
Teaching Institution(s)	University of East London – on campus
Alternative Teaching Institutions (for local arrangements see final section of this specification)	Not Applicable
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	
Professional Body Accreditation	
Relevant QAA Benchmark Statements	Subject Benchmark Statement: Business and Management February 2015 Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism November 2016 Subject Benchmarks for Masters Degrees in Business and Management 2015
Additional Versions of this Course	
Date Specification Last Updated	February 2021

### Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Critically examine the interrelationships between events and hospitality leadership and the related organisations, so advancing your skills to perform effective management roles.
- Bring you into advanced study of related organisations, their management and the changing external context in which they operate.
- Develop your ability to apply knowledge and understanding of events and hospitality business and management to complex issues, both systematically and creatively, to improve business and management practice.
- Enhance lifelong learning skills and professional development so you are able to work with self-direction and originality and to contribute to events and hospitality businesses and more generally to these sectors.



### What you will learn:

#### Knowledge

- Demonstrate a critical awareness of current issues in events and hospitality business, leadership and management which is informed by current research and practice in the field.

#### Thinking skills

- Acquire and analyse data and information, including that from research sources, to evaluate their relevance and validity, and to synthesise a range of information in the context of new events and hospitality leadership situations.

#### Subject-based Practical Skills

- Professionally investigate and participate in a events and hospitality business, leadership and management environment through practice-based research and working in the related industries.

#### Skills for life and work (general skills)

- Operate effectively in a variety of self-managed, team and leadership roles, while showing sensitivity to diversity in people and appreciating cultural differences.

## Learning and Teaching

#### Knowledge is developed through

- The lecture programme and students' self-managed study. (Core knowledge and understanding).
- Evaluative work in seminars and workshop sessions, and residential and day field study visits. (Deeper understanding).
- Guided reading.
- Knowledge-based activities with feedback.
- Online discussions and activities.
- Case study analysis, guest speakers, residential and day field trips, and applying theory to real-life examples and situations (help to ensure that the degree is both up to date and vocational).
- The guest speaker programme (brings students in contact with contemporary industry managers).

#### Thinking skills are developed through

- Reflective activities with feedback.
- Online discussions and activities.
- Preparation for major assignments; Research Project.
- Case study, seminar and workshop sessions encourage the student to analyse and evaluate data and development and management scenarios.

#### Practical skills are developed through

- IT activities with feedback.
- Research skills-based activities with feedback.



- Preparation of presentations.
- Completion of group based or individual assignments.

Skills for life and work (general skills) are developed through

- Planning activities with feedback.
- Project work.
- Managing time so assignment deadlines are met.
- Presenting ideas or arguments in a clearly structured manner.

## Assessment

The assessment instruments in all cases will be contextualised to enable students to engage in both formative and summative developments in relation to events and related management theories and to practical settings. The assessment of vocational knowledge and skills is central to the assessment strategy for the course but the assessment process also focuses on the development of the academic skills of research, critical analysis, evaluation and synthesis. There are different forms of assessment appropriate to the learning outcomes of the module and facilitate students making links between theory and practice, with a focus on developing practice, where applicable.

Knowledge is assessed by

- Coursework.
- Essays.
- Examinations.
- Industry-related practice.
- Poster presentations.

Thinking skills are assessed by

- Coursework.
- Examinations.
- Project work.
- Reflective studies.

Practical skills are assessed by

- Practical reports.
- Portfolio completion.
- Industry-related practice.

Skills for life and work (general skills) are assessed by

- Project work.
- Group work.
- Written, visual and verbal presentations.
- Coursework.

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.



## Work or Study Placements

In Term 3 (Semester C) students will complete a Professional Practice Internship / Work-based Development module.

## Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	TM7012	Mental Wealth: The Events and Hospitality Professional	30	Core	N
7	TM7013	Professional Development – Internship *	30	Core	N
7	TM7014	Consultancy Project **	30	Core	N
7	TM7015	Managing and Leading the Events and Hospitality Workforce	30	Core	N



7	TM7016	Events and Hospitality Business Performance and Analysis	30	Core	N
7	TM7017	Critical Issues in Events and Hospitality Leadership	30	Core	N

Please note:

\* Students are required to attend the 'Preparation for Professional Practice Internship / Work-based Development Sessions timetabled in Term 2 (Semester B)

\*\* Students are required to attend the Consultancy Development Workshop timetabled slot in Term 2 (Semester B).

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

### Course Specific Regulations

Not applicable

### Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The duration of this programme is one calendar year full-time if enrolment is in September, and two calendar years part-time.

The time limit for completion of a programme is six years after first enrolment on the programme.

### Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

#### Additional costs:

Some modules also incorporate field trips which may involve students in activities taking place for periods of between several hours to several days. Students are given detailed information at the beginning of each module and these field trips are optional but will enhance the student's curriculum and studies. These field trips will range from being free of charge to approximately £300 (depending on nature of field trip and the length). The more expensive field trips will be subsidised.

#### Alternative Locations of Delivery

Not applicable