

Course Title	MSc Events Management
Final Award	MSc Events Management
Interim Awards	Postgraduate Certificate of Higher Education in Events Management Postgraduate Diploma of Higher Education in Events Management
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London Franchise partners
UCAS Code	
HECOS code (with Subject percentage Splits if applicable)	Events Management: 100083
QAA Subject Benchmark	Master's Degrees in Business and Management – March 2023: https://www.qaa.ac.uk/docs/qaa/sbs/subject-benchmark-statement-business-and-management-masters-23.pdf?sfvrsn=3570a881_18
External Accrediting Bodies	Chartered Institute of Managers - TBC
Apprenticeship Standard used to inform the development of the course (if applicable)	
Accelerated Degree Option	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Level 6 Top Up Option (online only)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Study Load	full-time <input checked="" type="checkbox"/> part-time <input type="checkbox"/>
Mode of study	Face to Face <input checked="" type="checkbox"/>
Delivery Location(s)	<input checked="" type="checkbox"/> Ravensbourne University campus Franchise partners <input type="checkbox"/>
Length(s) of Course(s)	1 year – FT

Type (open/closed)	Open
Validation period	Five years
Intended First Cohort Start Date	September 2025
Date produced/amended	March 2025
Course Leader	Julia Haferkorn
Course Development Team Members	Dr Catherine Bedwei-Majdoub, Dr Danielle Coombs, and Dr Christoph Naborowski
Course Administrative Contact	TBD

Course Description

This MSc Events Management course is designed for current and aspiring events co-ordinators and planners wishing to develop a robust understanding and appreciation of their chosen industry or to establish careers within it. These individuals would wish to advance into senior roles and/or cultivate specialised expertise in events planning and delivery. As such, this course takes a fundamentally practical hands-on approach to nurturing its students' aptness for, and progress within, Events Management.

The course will challenge and stimulate the creative and business ambitions of its students by calling on the know-how of industry practitioners and the know-what of academics with professional, research and teaching experiences in the subject area. It will ensure its students discover the myriad opportunities that the events industry permits those who rigorously and systematically explore its depths and vicissitudes; those passionate enough to push its boundaries so as to take its domestic and/or global products and services to exalted levels of innovation and quality.

Utilising Ravensbourne's strong foothold in the creative industries while also nourishing itself with its teaching expertise and silver rating in the TEF (Teaching Excellence Framework), the course will facilitate its students' academic and intellectual growth by providing a multiplicity of active cross-course learning opportunities.

These opportunities will emulate the type of multidisciplinary contexts that event planners and designers across different sectors (e.g., conferences and meetings, seminars, product launches, weddings, company and other themed parties, Christmas events, exhibitions, networking, festivals, sports, community and charity, team building, corporate incentives, trade shows, recruitment fairs, social, etc.) are likely to find themselves working in today and in the future – in the UK and abroad. More so because they will be supported by Ravensbourne's diverse extra-curricular professional development events and activities such as [Rave Lates](#), [Rave Braves](#), [Kickstart](#), etc.

With a close eye on the contemporary Zeitgeist regarding trends in design and in digital tools - and with clear awareness of events as entertainment, aesthetics, experience, knowledge exchange, self and professional development, flourishing, wonder, and more - the course intends to encourage students to apply their creative minds and nous within ethical and sustainability spaces that they will learn to redefine as authentic business, authentic selfhood.

Students are to become, through a variety of critical, shared, and course specific modules – in strategy, communications, operations, research, experience and concept design, digital tools, ethics, sustainability, and hospitality – as well as an integrally unique **Leadership Competency Framework**, creative professionals with the leadership proficiencies, subject knowledge, and practical experiences that will enable them to interrogate and reshape the established business models putting profits before the common good.

Accordingly, the key aim of the MSc in Events Management is to support, through the freelancing events opportunities that the industry offers and, indeed, the course will empower students to seek-out, healthier life-affirming modes of work: to provoke and shape students into real customer-centric ethical changemakers able to simultaneously drive earnings and industry innovations without diminishing the world around them.

Course Aims

- To facilitate students' exploration, discovery, and critique of the breadth, depth, and interconnectedness of the domestic and global events industry.
- To offer students a range of opportunities to build industry-ready events planning portfolios by responding to live, simulated, and/or consultancy projects.
- To empower students to develop comprehensive contemporary knowledge of events production, including future scope, ethical responsibilities, social impact, and sustainability regulations and imperatives.
- To support students to evidence the competencies of dynamic events professionals with emphasis on the operational, technological, financial, and creative proficiencies expected of industry practitioners and specialists.

Course Learning Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **MSc Events Management** students will be able to:

Explore	CLO1: Demonstrate advanced conceptual content in evaluating the breadth, depth, and interconnectedness of the domestic and global events industry.
Create	CLO2: Build empirical and industry-ready events planning portfolios from sustained involvement in the design and implementation of a range of live, simulated, and/or consultancy events projects.
Influence	CLO3: Demonstrate comprehensive contemporary knowledge of events production, and critical awareness of the industry's future scope, ethical responsibilities, social impact, and sustainability regulations and imperatives.
Integrate	CLO4: Evidence the competencies of dynamic events professionals with originality, critical scholarship, and practical knowledge of the operational, technological, and financial aspects of events management.

Where a student does not complete the full course, but exits with Postgraduate Diploma, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the <i>Postgraduate Diploma of Higher Education in Events Management</i> students will be able to:	
Explore	<i>CLO1:</i> Demonstrate conceptual content in evaluating the breadth, depth, and interconnectedness of the domestic and global events industry.
Create	<i>CLO2:</i> Build empirical and industry-ready events planning portfolios from involvement in the design and implementation of a range of live, simulated, and/or consultancy events projects.
Influence	<i>CLO3:</i> Demonstrate contemporary knowledge of events production, and critical awareness of the industry's future scope, ethical responsibilities, social impact, and sustainability regulations and imperatives.
Integrate	<i>CLO4:</i> Evidence the competencies of events professionals with originality and practical knowledge of the operational, technological, and financial aspects of events management.

Where a student does not complete the full course, but exits with a Postgraduate Certificate in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the ***Postgraduate Certificate of Higher Education in Events Management*** students will be able to:

Explore	<i>CLO1:</i> Demonstrate conceptual content in evaluating the breadth, depth, and interconnectedness of the events industry.
Create	<i>CLO2:</i> Build industry-ready events planning portfolios from involvement in a range of live, simulated, and/or consultancy events projects.
Influence	<i>CLO3:</i> Demonstrate knowledge of events production, and awareness of the industry's future scope, ethical responsibilities, social impact, and sustainability regulations and imperatives.
Integrate	<i>CLO4:</i> Evidence the competencies of events professionals with practical knowledge of the operational, technological, and financial aspects of events management.

Ravensbourne University Assessment Criteria

CLO1: Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
CLO2: Create	Ideation Experimentation Technical Competence Communication and Presentation
CLO3: Influence	Social Impact Ethical Impact Environmental Impact
CLO4: Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
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Cognitive	<p>The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include:</p> <ul style="list-style-type: none"> • Evaluate their own beliefs, biases and assumptions • Evaluate strengths, weaknesses, and fallacies of logic in arguments and information • Apply lesson from the past or learned knowledge and skills to new and varied situations • Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques • Devise and defend a logical hypothesis to explain observed phenomenon • Recognize a problem and devise and implement a plan of action 	Explore, Create, Integrate, Influence
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	Create
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	Integrate, Influence
Emotional, Social and Physical	<p>Emotional -The intrapersonal ability to identify, assess, and regulate one's own emotions and moods; to discriminate among them and to use this information to guide one's thinking and actions and where one has to make consequential decisions for oneself. Attributes may include:</p>	Explore, Influence, Integrate
	<ul style="list-style-type: none"> • Self-awareness & regulation (including metacognition) • Mindfulness • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making 	
	<p>Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include:</p>	
	<ul style="list-style-type: none"> • Managing your audience • Coordinating with others • Negotiation • Creativity • People management • Leadership & entrepreneurship • Service orientation • Active listening 	

	<ul style="list-style-type: none"> Coaching and mentoring <p>Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include</p> <ul style="list-style-type: none"> Self-discipline & management Attention Reaction & response time Cognitive & muscle memory Managing stress Physical resilience 	
Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	Influence, Integrate
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	Create, Influence, Integrate
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	Explore, Create, Integrate, Influence
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	Explore, Create, Influence, Integrate,

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
Ravensbourne university is committed to project based, experiential and active learning and as such utilises a range of creative pedagogies to stimulate and deepen students' learning.	The standard assessment strategy on Masters' business-focused courses at Ravensbourne includes both formative and summative assessments.

As part of the design of our teaching and learning across all our postgraduate courses the following principles were applied:

1. Celebrate pedagogy to support business subjects that is not delivered in a lecture theatre
2. Competency framework (RALF) will be used to support personalised learning
3. Design for flexibility – support more student choice and match to competencies demonstrate eg simulation, field trip, consultancy etc for final projects
4. Design for students to be able to intellectually stimulate, build confidence and capability
5. Designed for scalability to support large groups
6. Designed to integrate reality-based learning
7. Designed to increase pass first time rates through the use of confidence building and experiential learning activities that students engage with
8. Provide structured learning support and adaptive learning supported digitally through embedded learning resources used both on campus and in Canvas

In addition to lectures, seminars, workshops, tutorials and business, creativity and technology ‘bursts’, on the *MSc Events Management*, teaching and learning will include:

Case studies
 Simulations
 Learning Gamification
 Multiple Choice Quizzes
 Role-playing
 Debate
 Consultancy
 Real-world practical events planning and organisation
 Masterclasses led by industry practitioners
 In-class practice and development of leadership competencies

A competency framework known as the Ravensbourne Advanced Leadership Framework is central to all PG Business courses. This framework

As part of the design across all our postgraduate business courses we have applied the following principles:

1. Overarching 5 Cs to be referred to when assessment briefs are designed – commercial, competence, collaboration, creative commitment, compassion.
2. Competency framework (RALF) will be assessed in each module (20%) and supports student-led choice and consideration of career aspirations.
3. Design for flexibility and choice– adapt the task and brief as business contexts change
4. Intellectually stimulate, build **confidence** and capability in students
5. Supports ongoing talent showcasing – tested with industry
6. Designed for scalability so that feedback turnaround time is achieved
7. Designed to reduce authenticity issues
8. Designed to increase pass first time rates while improving quality of submissions

Formative assessments are ungraded and offer students the opportunity to check their understanding of a subject or topic and receive formative feedback for improving that understanding.

Summative assessments are graded. Students will need to pass the summative assessments for each module to pass the course and indeed to evidence their mastery of their chosen subject, viz. of Events Management.

On this course, summative assessments take the following format:

- Live element (20%)
- Main written/filmed/report element – (60%),
- Competency framework (20%).

(refer to Modules Descriptors for details)

The Ravensbourne Advanced Leadership Framework is embedded into all assessments to enable students to reflect on their growing competencies as they progress through the programme. The first modules include a diagnostic and the final project a reflection on how far competencies gained support their graduate careers velocity.

is reviewed each year by industry practitioners to ensure it reflects global employer needs. The framework is provided to students as a collection of contemporary business, technology and creativity skills, attributes and competencies that they can select from to develop and build on throughout their course gaining digital badges to show their achievements

Where field trips and visits are offered within the course these are not compulsory and may be subject to a financial contribution by the student. In instances where overseas trips are involved these will not be compulsory and the student will be responsible for ensuring appropriate visas are in place and requirements complied with.

Annually the course team will work with an industry panel in order to ensure that specific assessment briefs are in line with industry expectations and tasks set are opportunities for students to showcase their capability.

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 7				
ENM25701	Evidence Based Management Decisions	Yes	Mandatory	20
ENM25702	Contemporary Management Strategy	Yes	Mandatory	20
EVM25703	Events Communication	Yes	Mandatory	20
EVM25704	Operations & Global Hospitality	Yes	Mandatory	20
EVM25705	Creative & Digital Events Management	No	Mandatory	20
EVM25706	Experience Design & Sustainability	No	Mandatory	20
BUS25707	Final Project	Yes	Mandatory	60
				180

Learning Hours

Learning Hours (per 20 credit module excluding the Work Placement)			
Staff – Student Contact Hours		Independent Study Hours	
Formal Scheduled Teaching	36	Independent Study	164
Total		200	

Course Regulations

Entry Requirements

Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website [here](#)), and the course page on the [Ravensbourne University website](#) for course specific entry requirements.

A lower second-class honours (a 2:2, or equivalent non-UK qualifications) or higher in a relevant subject, or an equivalent professional qualification in a related subject.

Students applying directly from an undergraduate degree course without experience or professional practice must be able to demonstrate a good knowledge of the chosen subject area.

In order to be eligible for this course, students will need to be a competent speaker and writer of English. If they require a Student Visa an IELTS or equivalent English language qualification, which demonstrates a minimum of 6.0 (with a minimum of 5.5 in each sub test) or CEFR Level B2 in each component will be required in line with the latest University requirements.

Accreditation of Prior Learning (if applicable)

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.

Conditions for Progression

Students will be deemed to have passed a module if they achieve (50% which is the minimum pass grade for postgraduate courses. A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure or non-submission in any assessment will result in a Fail grade for the component and module.

A student shall be permitted three attempts at each assessment; one first sit, and two resits.

Where a student successfully retrieves an assessment failure, the grade for the assessment will be capped at 50% (which is the basic pass grade for postgraduate courses), except where Extenuating Circumstances have been approved.

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded a MSc in Events Management.

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Postgraduate Certificate of Higher Education in Events Management, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Postgraduate Diploma of Higher Education in Events Management, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

Any derogation(s) from the Regulations required?

If yes, please state which regulation requires a derogation for approval by the Academic Board.

Student Support

<https://www.ravensbourne.ac.uk/student-services>

Assessment Regulations

<https://www.ravensbourne.ac.uk/staff-and-student-policies>

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Evidence Based Management Decisions	x	x	x	x
Contemporary Management Strategy	x	x	x	x
Events Communication	x	x	x	x
Operations and Global Hospitality	x	x	x	x
Creative & Digital Events Management	x	x	x	x
Experience Design & Sustainability	x	x	x	x
Final Project	x	x	x	x

Course Diagram

Trimester 01	Trimester 02	Trimester 03
ENM25702 Contemporary Management Strategy 20 credits	EVM25703 Events Communications 20 credits Or EVM25704 Operations and Global Hospitality 20 credits	Final Project 60 credits
ENM25701 Evidence Based Management Decisions 20 credits	EVM25705 Creative and Digital Events Management 20 credits Or EVM25703 Events Communications 20 credits	
EVM25704 Operations and Global Hospitality 20 credits Or EVM25703 Events Communications 20 credits	EVM25706 Experience Design and Sustainability 20 credits	

Please note that not all modules will run in every delivery period hence alternating first and second semester modules.