

Get ready for MSc Business and Events Management

I hope that you are looking forward to starting at UWE Bristol. As your Programme Leader, I warmly welcome you onto the MSc Business and Events Management. I have provided some information below that will help you to prepare for starting with us in September.

I look forward to meeting you soon.

Dr Lucy Woodliffe

Programme Leader

Before you start

We are looking forward to welcoming you in the week commencing 14 September for Starting Block and the beginning of your programme.

Starting Block will help you settle into university and help you get to know your teaching team and course mates. We will help you find your way around, get used to our systems, and practise the skills you need to make a strong start. Look out for further emails and explore the [Starting Block webpage](#) for more details.

Your [timetable](#) will be available to you via [MYUWE](#) (login required) once you have started the enrolment process. Please visit the '[Understanding your teaching timetable](#)' webpage to find out when your timetable will be published.

Preparing and arrival

You can find everything you need to know about enrolment, Starting Block and the start of teaching on our [Preparing and Arrival](#) webpage. Take a look at our website to familiarise yourself with our facilities and services such as the [library](#), [study skills](#), [academic support](#), [health and wellbeing support](#) and much more.

Enrolment

Once you have satisfied all admissions requirements, we'll send you your login details for our IT systems to enable you to activate your university email account. Once your account has been activated, you'll gain access to the [MYUWE](#) platform where you can register. Note that your login details for MYUWE are different to those used for the UWE Welcome website.

Enrolment for September programmes will only be open from August onwards. You can find guidance and further information on our [Enrolment](#) website.

ID card - upload your photo now

We can only print your ID card if you have added your photo to [MYUWE](#). To avoid delays, upload your photo as soon as you receive login details. For help, go to our [student card guidance](#).

Engage with your programme

Start your learning

Have a go at these activities to start preparing for your programme.

Please click on the following links, to access some pre-course exercises. These will help you to understand the approach we take to Masters level courses, and the type of thinking that we expect Masters students to develop. Please access to the following activities (you will have to log into Blackboard to do this, so make sure you have completed your enrolment):

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- a. **Slideshow:** *Introduction to Intellectual skills*. Please open [this slideshow](#) and view it as a slideshow so that you can hear the commentary. The commentary is delivered by Dr Ed Little, former programme leader for MSc Marketing and currently Associate Director (Academic Enhancement) for Postgraduate Business and Management Programmes.
- b. **Reading exercise:** Please read [this article](#) and answer the questions posed [here](#)
- c. **Feedback:** [This feedback document](#) gives some thoughts on the article and the conclusions that you may have reached about it. Please complete the reading exercise above before reading this feedback document.

Read around your subject

A key skill which is required to achieve a high level of success within your chosen programme is the ability to think critically about key issues and practices. To help you to enhance these skills and be ready to engage with your studies, you should start to read and research around your subject before you arrive. Explore the [Library](#) webpages to see the wide range of resources available to you once you become a UWE Bristol student.

Here are some of our recommended titles for you to read, to be inspired by and to understand the scope of your degree programme:

- **Academic journal article on the UWE library website:** Here's a great overview on how AI is impacting events management: Kumar, D. & Ratten, V. (2026) Artificial Intelligence in Event Management: A Systematic Literature Review. *Event Management*. [Online] 30 (1), pp.17–33.
- **Keen to read up on sustainable events management? Try this brand-new text from Kogan Page, written by academics, available in the library as an e-book:** Delaney, E., Gowreesunkar, V., Smith, C. & Séraphin, H. (2026). *Sustainability in Events Management*. Kogan Page.
- **Get up-to-date with events news:** explore *Event Marketer* available in the journals database.

Key dates

Please keep a note of the [term dates](#) for academic year. You are required to be available during *all* exam and resit periods.

Be prepared

Access support

Check the information on our [Disability web pages](#) so you know what you need to do. If you need any urgent additional mobility or other support to fully access all activities during your studies, contact me as your programme leader.

Get equipped

The University has computers on all our campuses for you to use in your studies. These provide access to our core digital learning tools and any specialist software required for your course. You may have scheduled sessions in computer labs or other specialist facilities, and you will be able to use open-access PCs for self-study.

UWE Bristol licenses many specialist software packages for use on personal laptops for the duration of your course. If you're struggling to meet the financial demands of your course, please contact the [Student Money Service](#) for advice and guidance.

See the UWE webpage for detailed information on [choosing your IT equipment](#) including [recommended specifications](#).

International students

[The Global Student Support Team](#) offer information and advice to ensure you receive all the support you need to get the best from your time at UWE Bristol. They are here to help you

settle in when you first arrive at UWE Bristol, and they organise social events to help you adapt to your new environment.

Who to contact if you have questions

For any questions about the course, please contact me: **Lucy Woodliffe** via email at lucy.woodliffe@uwe.ac.uk

Please note: this information has been provided on the assumption that you will meet the conditions of your offer and be eligible to take up your place.

Entry: September 2026

Last updated: Spring 2026