

COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Events Management
Intermediate Awards Available	BA, DipHe, CertHe Events Management
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	Institute of Hospitality and Tourism / School of Business and Law
UCAS Code	N802
Professional Body Accreditation	Institute of Hospitality
Relevant QAA Benchmark Statements	Subject Benchmark Statement: Business and Management February 2015 Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism November 2016
Additional Versions of this Course	
Date Specification Last Updated	March 2019

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Demonstrate a clear understanding of the dynamics and complexity of the event industry and its sub-sectors.
- Evaluate the tasks, roles and practical problems of those in management / decision-making positions within the industry / sector;
- Develop critical thinking skills that utilise knowledge of event management principles and practices to event-based operations and facilities.
- Demonstrate a range of personal transferable and sector-specific skills and knowledge and make informed choices about future career direction or proceed to further study.

At the end of this course, you will learn to:

Knowledge

- Appreciate and reflect on the impacts of the event industry on the environmental, economic, social and cultural fabric of society.
- Recognise and consider the management disciplines which underpin the management of the event industry and their individual operations.
- Understand the markets, customers' needs and behaviour, and other drivers of change that affect the development of the event industry and their products.

COURSE SPECIFICATION

Thinking skills

- Apply models and frameworks to desk, field and work-based research problems.
- Analyse and evaluate theories and models related to event management and operations.
- Synthesise, evaluate and interpret primary and secondary data.

Subject-Based Practical skills

- Develop effective management strategies for event organisations.
- Apply financial planning and budgeting skills that will assist managers in their decision making processes.
- Prepare practical business related studies (business plans, destination plans, marketing plans etc.).

Skills for life and work (general skills)

- Communicate effectively in written and oral form.
- Work as a member of, or to lead a team.
- Apply quantitative and qualitative research skills and make practical recommendations based on an evaluation of the different data sources.

Learning and Teaching

The Learning and Teaching Strategy follows the following pattern:

Level 4: introduction of academic and research skills; formative assessment to identify study skills issues; coursework to test understanding of key concepts and theories; understanding of sectoral structures, issues; and management and market issues. Employability and work based skills are developed and assessed through all modules at Level 4. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, specialist inputs from support services. Moodle is used to support students by posting lecture notes, academic and popular articles, seminar case studies, wikis, blogs, discussion forums to monitor formative assessment, details of course work and other announcements.

Level 5: continues to develop academic and research skills, especially in report writing, logical thinking, evidence gathering and interpretation; exams seek students to apply theories to case studies; employability and work based skills and knowledge are developed and assessed throughout the modules at this level. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, student led seminars, specialist inputs from support services. Moodle is used to support students by posting lecture notes, academic and popular articles, seminar case studies, details of course work and other announcements.

Level 6: seeks to encourage more self-managed learning through the research / management report/primary research report and links may be made to the students' work experience in these. The modules are typically more class based in that they require students to use theory to critically examine certain issues and topics. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, student led seminars. Moodle will be used to provide supportive material and to communicate with students via announcements.

COURSE SPECIFICATION

Knowledge is developed through

- The lecture course 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 course (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.

COURSE SPECIFICATION

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

We encourage full time students to seek work experience during their academic course, either during the summer vacations, or to take a 'sandwich year' out between level 5 and level 6 of their studies. An employment liaison officer oversees the administration of the year out placements and assists in helping students secure a placement. This placement can be either based in the UK in an international based event organisation or outside of the UK in a number of destinations including, the USA, South America and Asia.

COURSE SPECIFICATION

There is also an optional 'Student Internship' module which students can take during their Level 5 study.

The placement provides the opportunity for the student to contextualise their modules and to develop an overall perspective of how their placement organisation specifically and the sector generally operates from a 'real' rather than an 'academic' perspective. During the placement, students will be given the opportunity to apply their knowledge and skills to a business setting and through a process of self-reflection and critical analysis, will integrate their academic-based knowledge with their work experience and in consequence extend and contextualise their professional knowledge. The placement is intended to encourage greater exit velocity in students at honours level, by fostering the personal development and, in most cases, the technical knowledge and skills which will allow them to make a dynamic contribution to their course during their final year. It should also provide students with a basis upon which to make informed career choices and should consolidate the enthusiastic demand shown by employers for graduates from UEL courses. As well as equipping our students with work experience it is not unusual for many students to be invited back to their placement organisation, after graduation, as a first career destination.

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
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COURSE SPECIFICATION

4	TM4012	Personal Skills for Hospitality, Events and Tourism (Mental Wealth)	20	Core	N
4	TM4010	The Business Environment for Hospitality, Events and Tourism	20	Core	N
4	TM4011	Introduction to People Organisations and Management	20	Core	N
4	TM4016	Understanding Hospitality, Event and Tourism Experiences	20	Core	N
4	TM4013	Service and Experience Marketing	20	Core	N
4	TM4014	The Event Industry: Concepts and Approaches	20	Core	N
5	TM5026	Principles of Event Theming and Design	20	Core	N
5	TM5021	Finance for Hospitality, Events and Tourism	20	Core	N
5	TM5022	Leadership in Hospitality, Events and Tourism	20	Core	N
5	TM5023	Professional Practice in Hospitality, Events and Tourism (Mental Wealth)	20	Core	N
5	TM5027	Celebration, Ritual and Culture in the Events Industry	20	Core	N
5	TM5025	Professional Development in Practice - Internship	20	Option	N

COURSE SPECIFICATION

5	TM5020	Food and Beverage Management	20	Option	N
5	TM5024	Hospitality Management and Service Delivery	20	Option	N
5	TM5028	Destination Marketing	20	Option	N
P	****	Placement Year	120P		N
6	TM6020	Meetings, Incentives, Conferences and Events (MICE)	20	Core	N
6	TM6021	Sport and Event Tourism	20	Core	N
6	TM6022	Financial and Revenue Management	20	Core	N
6	TM6023	Research Project	20	Core	N
6	TM6024	Entrepreneurship and Innovation in the Experience Economy (Tourism, Hospitality & Events Industries)	20	Core	N
6	TM66025	Exploring Professional Practice in Hospitality, Events and Tourism (Mental Wealth)	20	Core	N

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

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.

COURSE SPECIFICATION

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 credits 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 expected duration of the BA (Hons) Event Management course is 3 years full-time or 6 years part-time. The expected duration of the BA (Hons) Event Management (with placement) course is 4 years full-time or 7 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless their course includes a placement year or exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (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.

COURSE SPECIFICATION

Alternative Locations of Delivery

Not applicable
