

Events Management

This version of the programme is no longer recruiting. Please refer to the new programme specification for BA (Hons) Events Management.

Final award	B.A.(Hons)
Intermediate awards available	Cert HE, Dip HE
UCAS code	N820
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	General Business and Management
Date specification last up-dated	April 2012

Profile

The summary - UCAS programme profile

BANNER BOX:

Events Management is a vocational programme, with an emphasis on entrepreneurship. The programme is designed to you set up your own business or undertake freelance work but also designed to equip you with the skills sought by companies in sports, leisure and cultural industries, PR and publishing, museums and tourism industries, as well retail, conferencing and exhibition sectors. It offers you valuable knowledge and skills and culminates in the organisation by you of a real public event.

ENTRY REQUIREMENTS

- 240 UCAS tariff points with at least two A2 passes, or 160 points from AVCE or equivalent
- 24 points (pass) International Baccalaureate
- Pass in a recognised Access Course or International Foundation Programme

In addition to the above, we require GCSE Maths grade C and English grade C or equivalents, unless competency is part of the qualification gained.

We also welcome mature student applicants and those with relevant professional and vocational qualifications, and these will be dealt with on an individual basis and may require an interview.

Students that apply to enter Year 2 or 3 of the programme may be admitted through normal Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes.

In the case of applicants whose first language is not English, then IELTS 6.0 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

ABOUT THE PROGRAMME

What is Events Management?

Events Management is a new and exciting award offered by the Royal Docks Business School at the University of East London. The programme has a common first year that introduces essential management disciplines as sets the context in which events, exhibitions and conferencing related business operate. The programme draws upon expertise from across our University and includes a rich mixture of management studies specific to the broader events sectors. Subject matter includes those concepts, skills and knowledge relevant and vital to the promotion of any business or event.

These include:

- An analysis of the events environment, organisations and markets
- The relationship between the events industry and the law
- Reasons why consumers buy products and services
- The Management of resources
- The Impact of the external environment

Events Management at UEL

Events Management offered at UEL differs from similar programmes delivered elsewhere in a number of ways:

Firstly, the programme recognises the economic importance the cultural industries play at regional and national levels. To that end, the concept of entrepreneurship is a central theme of the programme because the events industry spans many sectors dependent upon and often delivered by small, and medium sized enterprise.

Second, the programme offers at level three, the opportunity for you to plan, promote and manage a real public event of your own design. Thus offering you real experience of events management to add to the theoretical knowledge developed in the programme.

Third, the programme offers an optional year of work placement between years 2 and 3 as well as the option of studying a semester at a partner institution in Europe or the USA. If you choose the work placement option you can gain several advantages which should help your career development and which raises your ability profile.

The advantages of taking the work placement are:

- you can put into effect what you learnt in Years 1 and 2
- you can develop a network of contacts in your chosen area of the music business, thus enhancing again your employment opportunities when your studies are complete.
- you can gain valuable work experience in, and a wider understanding of, your chosen career route

Programme structure

The BA (Hons) Events Management programme is offered as single honours, major, joint or minor award. The degree is normally studied over three years in the full-time mode or four and one half to five years in the part-time mode. It is possible to switch between modes, subject to timetabling constraints, although only a restricted range of modules are available in the evenings.

The Events programme comprises sixteen 20 credit modules plus one 40 credit module at Level 3. In line with all business related programmes, the BA (Hons) Events Management shares a number of modules with other degree awards at UEL. This allows you to specialise in areas of interest and facilitates transfer to another award after level 1 of the programme.

Learning environment

The programme will be delivered exclusively at the newly opened Royal Docks Business School Building and at the UEL Docklands campus where you will use our Networked facilities. We will teach you how to maximise your potential and benefit from these powerful resources. In addition, student learning is supported via *UELPlus*, our virtual learning environment to develop skills for life.

Additionally you will develop proficiency in information researching using our extensive, subject specific, online databases and CD-ROM facilities.

We will encourage you to use presentation techniques such as PowerPoint or videos.

By using these Information Technology resources you will enhance your learning and increase your Information Technology skills. Therefore when you enter employment you will have a very wide range of skills that will enable you to effectively demonstrate and apply what you have studied on your degree.

Assessment

It is the policy of the Royal Docks Business School to include information on assessment criteria in Module handbooks

- Assessment is by a combination of many different types of coursework and examination.
- There are no formal examinations at Level 1 but there are some short time constrained tests.
- In the second and third years of study examinations generally, although not always, account for around 40% of the assessment.
- Your marks in level two and three modules will determine your final degree classification, level one marks are not used for this purpose.

Work experience/placement opportunities

Work placement

Between your second and final year you can gain valuable work experience by working full time in an organisation. You should note that

- we assist you in finding a placement with a suitable organisation
- the placement is normally paid, thus reducing the financial burden of degree study.

There are several other major advantages of this placement.

- it enables you to practice the ideas you have previously learnt.
- when you return for the final year you will be able to critically analyse your study in the final year in the light of your own practical experience.

Before the placement year starts in semester A of Year 2, there are six taught sessions which cover Curriculum Vitae Writing, Sourcing a Placement, Presentation by Past Placement Students, Interview Skills, Written Applications and Health and Safety. The objective of these is to ensure that you are fully briefed on what you should expect on the placement year and how it should interact with and strengthen your studies and employability profile.

Project work

You will undertake a project at level three on a topic of your choosing linked to the events sector. You will receive specific guidance on its preparation in modules taught in the preceding semester, and at level two, so you will be well prepared!

You will also find that mini projects or group work exercises feature in some of the modules taught in the degree, throughout each of the three years

Added value

Studying for a degree is not just about acquiring knowledge but is also about developing a range of skills and confidence which are valued by employers. The programme is designed to help you develop knowledge, skills and experience. We will help you to reflect upon this and recognise how you have developed and what the evidence for this is. This will help you to present yourself in the best possible light to employers.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

Facilities management, organising exhibitions, conferencing, touring and venue management, marketing, promotions and planning, or if you want to set up your own events related business, then this programme is for you!

If you enjoy...

- Listening to, and working with others
- Finding solutions to problems
- The challenge of reading and thinking about many different subjects: from entertainment law to marketing, from promoting events and planning concerts to understanding to Organisational Behaviour
- The challenge of understanding the links which may exist between many different subjects relative to events management
- Thinking about how international markets affects business

- Working with others from different cultures

If you can answer yes to some or all of these then you will probably enjoy studying for the degree in Events Management

If you want to combine Music Industry Management with other subjects you can, subject to availability and timetabling

The Events Management programme is designed to combine with other programmes that run across UEL. As stated above, Events Management can be combined as either a Major, Joint or Minor award when taken in conjunction with other awards. Typical combinations might include:

- Music Industry Management
- Business Studies
- Human Resource Management
- Accounting
- Marketing
- International Business
- Business Economics

For details on possible combinations see the Combined Honours web pages at <http://www.uel.ac.uk/combined/programmes/index.htm>

Studying Events Management with another subject may increase the range of career choices open to you.

Talk to your careers adviser, they should be able to give you further advice or come and see us on an Open Day, the details of which you can find on our web page.

Your future career

Events Management is a vocational programme, with an emphasis on entrepreneurship. The programme is designed to help graduates set up their own businesses or undertake freelance work but also designed to equip students with the skills sought by companies in PR and publishing, retail, education and conferencing, as well as the associated service industries. The Events Industry is a growth sector of the economy, with many job opportunities ranging from managers in press and broadcasting, venue management, music and fashion industries, to the management, promotion and marketing of events, publishing and the promotion of artists and live performance. The programme is designed to enable students to enter in a wide range of career opportunities.

How we support you

(A) Introducing you to degree level study:

- we have designed the assessment and teaching processes throughout the first year so that you are progressively introduced to degree study
- we have developed a specific module in the first year that gives you the techniques needed for degree level study

(B) Academic and administrative support :

- our Undergraduate Student Centre which will be able to answer the queries you may have about the operation of your degree
- a personal tutor will be allocated to you for each year of study who can advise on academic matters and personal development planning
- the year tutor for your programme and/or programme leader can help if you have programme related issues you wish to raise

Bonus factors

The Royal Docks Business School is located on the state of the art Docklands campus. There are a large range of student facilities including new, modern lecture theatres, IT labs and Library.

Study Abroad:

During your second year, in semester B, you can study in Europe, but be taught in English if you wish. We have links, with the benefits of additional funding direct to you from the EU Socrates Programme, with Universities in

- France,
- Italy,
- Germany,
- the Netherlands and
- Finland

where you will study courses which we have previously agreed, and the grades for which will count towards your degree classification.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- develop a clear understanding of future career options within the events industry and demonstrate progress towards achieving them as either an employee or an owner manager or entrepreneur in either business or the non-profit sector or within further study within the academic community
- develop academically so that you have a detailed knowledge of the events industry environment, event business and management practices, can critically evaluate that knowledge and finally apply it in complex situations which may be characterised by contested and contradictory information
- develop relevant transferable and practical skills so that you can manage their own learning and are confident in applying these transferable and practical skills

What will you learn?

Knowledge

- You will be able to explain and comment critically upon the management concepts and legal frameworks used in the events industries environment
- You will identify problem situations for which the relevant business and legal concepts and techniques were developed
- You will be able to apply the relevant management concepts and techniques to resolve multi-faceted business problems or issues related to the event industry environment.

Thinking skills

- You will have developed an understanding of the theoretical basis of the concepts or techniques drawn from a range of management, legal and technological disciplines.
- You will be able to critically assess these concepts or techniques in relation the events industry.
- You will have developed ability in incorporating the full range of multi-disciplinary approaches, as appropriate to the problem or issue being discussed.

Subject-Based Practical skills

- You will be able to prepare and present solutions to event industry based problems or issues.
- You will be able to undertake a major self-managed activity, the project, which will address a topic of your choice which will be relevant to your future career
- On completion you will have demonstrated competence in using a broad range of Information Technology resources to enhance both your learning and its application to problem resolution

Skills for life and work

- You will be able to work effectively both as a team player and as an individual meeting strict deadlines and targets
- You will have confidence in explaining, defending and summarising your views to your peers on complex multidisciplinary issues and problems
- You will have developed high level skills in identifying problem parameters and selecting and implementing solution(s)
- You will have realised that your Events Management degree from UEL is just the beginning of your lifelong learning.

Structure

The programme structure

Introduction

All programmes 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:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is 3 years when attended in full-time mode or 4 and a half years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of 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.

How the teaching year is divided

The teaching year begins in September or February and ends in June or January. A student, normally registering for 6 modules in one year (3 modules in each Semester) would do so in a full-time attendance mode of study and a student registering for up to 4 modules in one year (2 modules in each Semester) would do so in part-time attendance mode of study.

What you will study when

This programme is part of a modular degree scheme. A typical full-time student will take six 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.

It is possible to bring together modules from one subject with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

- Single - 120 credits at levels one, two and three
- Major - 80 credits at levels one, two and three
- Joint - 60 credits at levels one, two and three
- Minor - 40 credits at levels one, two and three

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified modules within the field
- University wide option - Select from a wide range of modules across the University

LEVEL	TITLE	CREDITS	STATUS SINGLE	STATUS MAJOR	STATUSJOINT	STATUS MINOR
1	The Leisure Environment	20	Core	Core	Core	Core
1	The Events Industries	20	Core	Core	Core	Core
1	Studying for Business	20	Core	Core	Skills Option	
1	People Organisation & Management	20	Core		Option	
1	Marketing Principles & Practice	20	Core	Core	Option	
1	Accounting and its Regulatory Framework	20	Core			
2	Events Management: Principles and Practice	20	Core	Core	Core	Core
2	Customer Service Operations & Excellence	20	Core		Option	
2	Career Management in Business	20	Core	Core	Skills Option	
2	Entertainment Law	20	Core	Core	Option	Core
2	Project Management for Events	20	Core	Core	Core	
2	Managing the Artist	20	Option			
2	Volunteering	20	Option			
3	Research in Business and Management	20	Core	Core	Skills Option	
3	Planning & Managing the Event	40	Core	Core	Core	Core
3	Financing the Event	20	Core	Core		

3	Discovering Entrepreneurship	20	Core	Option
3	Buyer behaviour and Analysis	20	Option	
3	Strategic Management	20	Option	
3	Project	20	Option	
3	International Human Resource Management	20	Option	
3	Strategic Human Resource Management	20	Option	
3	Copyright, Publication and Syndication	20	Option	
3	International Business of Tourism	20	Option	
3	Managing & Developing Talent	20	Option	
3	Visitor Attraction Management	20	Option	

Requirements for gaining an award

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

(A foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree.)

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\frac{\text{The arithmetic mean of the best 100 credits at level 3}}{\times 2/3} + \frac{\text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3}}{\times 1/3}$$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

- 70% - 100% First Class Honours
- 60% - 69% Second Class Honours, First Division
- 50% - 59% Second Class Honours, Second Division
- 40% - 49% Third Class Honours
- 0% - 39% Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- Directed and general reading in the Subject Area
- Participation in lectures, tutorials, seminars, workshops
- Primary research using interviewing, surveys or case study approaches and the use of information technology to undertake secondary research

Thinking skills are developed through the critical analysis involved in

- preparing tasks set for tutorials, seminars and workshops
- satisfactorily completing the continuous assessment process including essays, presentations, multiple choice assessment
- Preparation for examinations or major assignments such as the Project

Practical skills are developed through

- The use of Information Technology
- The preparation of presentations on selected topics
- The completion of group based or individual assignments

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

- Managing time so that assignment deadlines are met, whether working in groups or individually.
- Presenting ideas or arguments in a clearly structured manner
- Being able to produce clearly argued solutions when problem solving

Assessment

As outlined above BA (Hons) Events Management degree is multi-disciplinary. Therefore it is appropriate that we use many different assessment techniques as different disciplines use different forms of assessment.

It is the policy of the Royal Docks Business School to include information on assessment criteria in Module handbooks

Therefore during your studies and dependent upon the Module you choose, you will be assessed by many different techniques which may include, either conducted either individually or in groups

- essays
- reports
- presentations, (using PowerPoint or a short video)
- preparation of a case study
- analysis of an existing case study
- modelling using Excel, Access presented using PowerPoint and Publisher
- time constrained tests
- open book tests
- data base searches
- critical self assessment analysis
- role play
- preparation of a portfolio
- preparation of a seminar paper
- multiple choice tests
- A final year project
- closed book examinations
- examinations based upon previously distributed case studies

As appropriate knowledge, thinking skills, practical skills and skills for life and work will be assessed as follows:

Knowledge is assessed by

- evidence of comprehensive reading in the Module being assessed
- the ability to explain, identify, describe, discuss, draw upon (as appropriate) the ideas in the Module in the context of the piece of assessment for the Module

Thinking skills are assessed by

- the ability to compare, examine, contrast, question, debate, distinguish between (as appropriate) the ideas in the Module and how they are relevant to the piece of assessment for the Module.
- the ability to develop, elaborate, redefine, propose alternatives, re-conceptualise, integrate, establish new connections between, (as appropriate) the ideas in the Module in response to the assessment for the Module
- the ability to assess, judge, appraise, criticise (as appropriate) the ideas in the Module in addressing the Module's assessment.

Practical skills are assessed by

- the ability to prepare an assignment using appropriate resources, including Information Technology, to address the issue or question in the assessment
- evidence of logical planning and management of time in preparing the assessment.

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

- evidence of team or group working
- the ability to work in time constrained environments
- the use of appropriate problem solving skills.

Quality

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);

- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process (REP), co-ordinated at School level. The REP process includes student participation and is monitored by the Quality and Standards Committee.

Once every six years, an in-depth review of the programme is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Student representation on programme committees (meeting each semester)

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme notice-board

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- The Royal Docks Business School Advisory Board
- Placements Officer
- As appropriate, being informed by relevant Professional bodies.

Further Information

Where you can find further information

Further information about this programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- The programme handbook
- Module study guides
- UEL Manual of General Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- UEL Guide to Undergraduate Programmes <http://www.uel.ac.uk/courses/index.htm>
- Admissions http://www.uel.ac.uk/courses/how_to_apply/index.htm
- <http://www.uel.ac.uk/elbs/>
- Equal Opportunities <http://www.uel.ac.uk/equality/index.htm>