Programme Specification

This programme specification is relevant to students entering:
01 September 2019

Associate Dean of School (Academic Quality Assurance):
Denise Ball

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

<table>
<thead>
<tr>
<th>Section</th>
<th>Amendment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme Structure</td>
<td>Addition of the BA (Hons) Business and Marketing award in November 2018</td>
</tr>
</tbody>
</table>

If you have any queries regarding the changes please email AOO@herts.ac.uk
Programme Specification Event Management

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body
University of Hertfordshire

Teaching Institution
University of Hertfordshire

University/partner campuses
De Havilland Campus

Programme accredited by
Not applicable

Final Qualification
BA (Hons)

All Final Award titles
Event Management
Event Management with Language
Event Management and Tourism
Event Management and Marketing
Business and Event Management

All of the above titles are available with the following suffix:
- BA Honours (Sandwich)
- BA Honours with a Year Abroad
- BA Honours with Study Abroad

Where a language is studied, it will be named in the Final Award, e.g. ‘BA (Hons) Event Management with French’

FHEQ level of award
6

UCAS code(s)
N820 (Event Management) NN8M (Event Management and Marketing) N891 (Event Management and Tourism); NN1V (Business and Event Management)

Language of Delivery
English

A. Programme Rationale

The structure of the Event Management programme is designed to enable students to acquire the knowledge, skills and values necessary for a career in the events industry. Students are given the academic and professional underpinning required to work in this creative and dynamic sector.

The programme prepares students for event management in both a national and an international context by exploring theoretical and practical cases from the United Kingdom and abroad. It develops the students’ expertise and competencies through a variety of learning, teaching and assessment approaches. The curriculum includes practical modules which provide students with the opportunity to apply the skills and learning from their pathway to planning and delivering events. This rich combination of theory and practice enables students to address the challenges, problems and issues in this fast-paced industry. The joint awards with Marketing, Tourism and Business enable students to combine their Event Management studies with theoretical and practical knowledge of highly relevant sectors.
The mixture of academic development and skills-driven competencies provide the students with a strong background knowledge of the event industry, planning and design, technology and operations, risk management, marketing and the ability to research into contemporary issues in the industry as well as delivering live event projects.

For all awards, subject specific modules are supported by skills modules and all students have the option to study a foreign language throughout.

### B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in **UPR TL03**.

**Additionally this programme aims to:**

- define, comprehend and analyse the attributes of various events and apply the knowledge and skills necessary for the management and planning of these events;
- develop an appreciation of the nature and context of event management as a synthesis of policy, planning and delivery mechanisms;
- identify, evaluate and creatively address the needs of the client, sponsors, the event consumer and other key stakeholders;
- recognise the economic, socio-cultural and environmental impacts of events in host areas and propose strategies to manage these effectively and to the benefit of host areas;
- obtain practical and/or international experience of event management based activity to enhance their learning and employability;
- Students choosing single honours BA Event Management have the opportunity to study a foreign language throughout their studies to enhance global employability;
- Students choosing the specialist combination awards of Event Management and Tourism; Event Management and Marketing or Business and Event Management will combine their event management learning to develop strong understanding of these related sectors, widening cross-sectoral employability.

### C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Hospitality, Sport and Tourism (2015), Business and Management (2015) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

<table>
<thead>
<tr>
<th>Knowledge and Understanding</th>
<th>Teaching and learning methods</th>
<th>Assessment strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1- The structure, composition and management of events industries and the global context in which they operate</td>
<td>Acquisition of knowledge and understanding is through a combination of lectures, seminars, tutorials, coursework, and project work at all levels of the programme.</td>
<td>Knowledge and understanding are assessed through a combination of examinations and assessed coursework. Assessment, which is both formative and summative, can take the form of essays, case studies, reports, seminar papers, multiple choice tests, portfolios (including a placement portfolio) and presentations.</td>
</tr>
<tr>
<td>A2- The nature and impact of event activity, and management strategies for responsible event development.</td>
<td>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual</td>
<td></td>
</tr>
<tr>
<td>A3- An international perspective of event</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bachelor’s Programme Specification / December 2018/
AS Review Date June 2018
management, facilitated by the use of international case studies and opportunities to study and work abroad.

A4- The critical importance and centrality of the client, key event stakeholders and the event consumer in designing the ‘event experience’.

A5- The technical skills relevant to planning events, risk management and the regulatory frameworks affecting events.

A6- The impacts of events and management strategies for generating positive event legacies.

Event Management and Marketing

A7- The key marketing concepts, practices and underpinning theory.

A8- The complexities of organisations, in particular the way in which marketing interacts with other key business functions.

Event Management and Tourism

A9- The structure, composition and management of the tourism industry and the global context in which it operates.

A10- The nature and impact of tourism activity and management strategies for responsible tourism.

And additionally, for the Business and Event Management award

A11- Examine the intricacies of organisations

knowledge and understanding of the subject.

A3 is encouraged through the use of case studies and study trips in tourism modules.

All students have the opportunity to take a work placement and for these students, the ‘Placement Learning’ module provides the opportunity to convert placement work experience into an assessed module. Students who do not take a work placement will undertake one of two additional work-based modules that aim to ensure all students gain and benefit from work experience.

All students have the opportunity to take a language in every semester.
### Intellectual skills

| B1 | Research and assess subject specific facts, theories, paradigms, principles and concepts. |
| B2 | Describe, analyse and critically interpret data, text information and research evidence. |
| B3 | Apply knowledge to the solution of familiar and unfamiliar problems. |
| B4 | Develop a reasoned argument and challenge assumptions. |

And additionally, for the Business and Event Management Award:

| B5 | Analyse and evaluate business information for decision-making purposes; |
| B6 | Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations. |

Intellectual skills are developed through the methods and strategies outlined in Section A, above. The higher level skills are substantially developed at levels four and five, and particularly through advanced work including engagement in complexed problem solving in the final year. Throughout, the learner is encouraged to develop intellectual skills further by independent study.

### Practical skills

| C1 | Demonstrate competence in written and oral communication skills |
| C2 | Demonstrate competence in numeracy, computing and IT skills |
| C3 | Demonstrate competence in interactive and group skills |

And additionally, for the Business and Event Management Award:

| C4 | |

Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above.

Skill C1 is assessed through essays, reports, presentations, student-led seminars and examinations. Skill C2 is assessed within specific modules, and more integrally, as part of learning and assessment strategies throughout the programme. Skill C3 is assessed by group-based coursework, group presentations and poster presentations, and includes the use of wikis and/or student logs and...
C4- Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources

<table>
<thead>
<tr>
<th>Transferable skills</th>
<th>Teaching and learning methods</th>
<th>Assessment strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1- Recognise and prepare for career opportunities within the workplace.</td>
<td>Transferrable skills are developed through by the methods and strategies outlined in sections A, B and C above.</td>
<td>The Career Planning modules require a portfolio of work for assessment, in which students demonstrate, through the completion of a variety of tasks, their knowledge of career opportunities within their industry, and the relevance of their academic skills to the workplace.</td>
</tr>
<tr>
<td>D2- Display competence in problem solving skills.</td>
<td>Skills D1 and D2 are developed particularly through the Career Planning modules in Level 5 and encouraged throughout the programme.</td>
<td>Tasks also include role-play to prepare for the recruitment process and working in the business environment.</td>
</tr>
<tr>
<td>D3- Demonstrate an ability to work effectively in teams and independently.</td>
<td>Skills D3 and D4 are developed and promoted through the programme, most notably in the seminar-based work. Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</td>
<td>Transferrable skills are assessed through coursework, but particularly by case studies and problem-solving. Problem solving exercises are used for formative and summative assessment in a variety of modules.</td>
</tr>
<tr>
<td>D4- Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D5- Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full-time, 3-year mode for the Event Management awards; and also in sandwich, 4-year mode.

These lead, respectively, to the awards of:

- BA (Honours) Event Management.
- BA (Honours) Event Management and Marketing
- BA (Honours) Event Management and Tourism
- BA (Honours) Business and Event Management

Or, upon successful completion of a placement, to:

- BA (Honours) Event Management (Sandwich).
- BA (Honours) Event Management and Marketing (Sandwich)
- BA (Honours) Event Management and Tourism (Sandwich)
- BA (Honours) Business and Event Management (Sandwich)

Where applicable these titles will include the suffix 'with Study Abroad', where at least one semester of study has been completed and at least 45 credits have been accumulated, or 'with a Year Abroad' where at least two semesters of study have been completed and at least 90 credits have been accumulated. One semester
could alternatively be a semester of placement activity (typically at least 12 weeks) in which case at least 45 credit points shall have been accumulated.

Students may choose to follow these programmes at a part-time rate of study, but would engage with their modules in normal day-time mode in liaison with their Programme Leader.

Entry is normally at Level 4 with suitable A-level or equivalent qualifications but it is possible to enter at levels 5 and 6 with appropriate, relevant prior study. Intake is normally semester A (September).

Work-Based Learning, including Sandwich Programmes
A sandwich award requires the successful completion of at least 36 weeks placement activity (or students can opt to take a maximum of two separate placements, neither of which should be normally less than 12 weeks in duration). Students at HBS are then required to submit and pass the HBS Placement module in order to gain the suffix ‘(Sandwich)’ to their award. Information and support is available from the University's Careers, Employment and Enterprise Service.

Erasmus Exchange programme
The degree programme is open to all Erasmus students who select option choices across the programme. Further details please contact the Programme Leader.

Studying Abroad – Details on Study Abroad are available from the Study Abroad Office. Students have the opportunity to study abroad (within Europe or world-wide), for one or two semesters, between Levels 5 and 6. The Study Abroad Office advises students on this process.

Students who have successfully completed Level 4 can choose to spend a year abroad, additional to their studies, studying either two semesters at the host institution, or mixing one semester of study abroad with a placement abroad (normally not less than 12 weeks in duration). Passing their studies will earn them the degree title suffix ‘with a Year Abroad’. Programme Leaders must agree the Study Abroad. For students taking Study Abroad as additional to their UH studies, their degree classification is based on Level 5 and Level 6 grades gained from their UH modules, as for home UH students, as in the UPRs*.

Additionally, students may also take the opportunity to study Level 5 at a host institution in place of their level 5 at UH. This requires a very good match between the UH Level 5 and the host institution’s Level 5 (NB: Students should seek advice from their Programme Leader where their programme involves professional exemptions). Programme Leaders must agree the Study Abroad, and only students who pass all 120 credits of their Level 4 at UH may substitute Level 5 at UH with Level 5 abroad. For these students, their degree calculation is derived solely from an average of the best 90 credits of grades gained from UH modules at Level 6.

Finally, students may opt to study just one semester abroad, to earn the suffix ‘with Study Abroad’. This can be explored further with the Study Abroad Office.

*Degree classification calculation information is available in the University Policies and Regulations (UPRs), AS14 Section D6. UPRs on Study Abroad are located within UPR AS11 in section 2.5.

Language options and award title suffix
Students that take and pass a language in each semester qualify for a language suffix to their degree title, e.g. BA (Hons) Event Management with French’ (Chinese Mandarin, French, German, Japanese and Spanish available). Language modules are delivered by the Humanities School, and subject to that School’s attendance requirement. There is no option to take a language on the combination programmes.

Programme Structure
The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.
Honours Progression and awards information for all programmes

Progression to level 5 on the honours route requires 120 credit points at level 4; for students with less than 120 credits at level 4 progression will be determined by the Programme Examination Board.

Progression to level 6 on the honours route requires 240 credit points at levels 4 and 5, of which at least 120 credit points must be at level 5; for students with less than 240 credit points at levels 4 and 5 progression will be determined by the Programme Examination Board.

The award of an honours degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6. In addition, for a sandwich degree, students must successfully complete the placement year and must achieve pass standard for the Placement Portfolio.

### Table 1a Outline Programme Structure

**Mode of study** Full Time

**Entry point** Semester A

**Level 4**

**Event Management Pathway**

<table>
<thead>
<tr>
<th>Compulsory Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The Global Event Industry</td>
<td>4BUS1121</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Study &amp; Research Skills for the Event Industry</td>
<td>4BUS1122</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Hospitality Operations Management</td>
<td>4BUS1115</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Media Design for Event Management</td>
<td>4CTA1204</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Data Analysis for Tourism and Event Management</td>
<td>4BUS1119</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Principles of Tourism &amp; Event Marketing</td>
<td>4BUS1118</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>50</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

And select 30 credits/2 modules from the Level 4 modules list below, 15 credits per semester:

<table>
<thead>
<tr>
<th>Optional Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% examination</th>
<th>% coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Economics for the Tourism &amp; Event Industry</td>
<td>4BUS1116</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Human Resource Management for the Tourism &amp; Event Industry Language</td>
<td>4BUS1120</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Language</td>
<td>Various</td>
<td>15 &amp; 15</td>
<td>Various</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>A &amp; B</td>
</tr>
</tbody>
</table>
## Level 5

### Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Planning in the Event Industry</td>
<td>5BUS1173</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Enterprise &amp; Technology for Tourism &amp; Events</td>
<td>5BUS1168</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Risk Management &amp; Security for Events</td>
<td>5BUS1176</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Impacts of Events &amp; Festivals</td>
<td>5BUS1174</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>20</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Event Planning &amp; Community Engagement</td>
<td>5BUS1175</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

And select 45 credits/3 modules from the modules list below (15 credits in A, 30 credits in B):

### Optional Modules

<table>
<thead>
<tr>
<th>Module Titles</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% examination</th>
<th>% coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law for the Tourism &amp; Event Industry</td>
<td>5LAW1019</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>50</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Management Accounting for Tourism &amp; Events</td>
<td>5BUS1171</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>International Field Trip</td>
<td>5BUS1172</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Event Marketing, Sponsorship &amp; PR</td>
<td>5BUS1177</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Language</td>
<td>Various</td>
<td>15 &amp; 15</td>
<td>Various</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>A &amp; B</td>
</tr>
</tbody>
</table>

### Placement (Optional)

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the HBS Placement module.

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>HBS Placement</td>
<td>6BUS1288</td>
<td>0</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
</tbody>
</table>
### Level 6

**Compulsory Modules**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy, Politics &amp; Events</td>
<td>6BUS1220</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Strategic Business Management for Tourism &amp; Events</td>
<td>6BUS1213</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Business Tourism &amp; Events</td>
<td>6BUS1218</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Contemporary Research Themes in Event Studies</td>
<td>6BUS1222</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>75</td>
<td>25</td>
<td>B</td>
</tr>
</tbody>
</table>

And select 60 credits/4 modules from the modules list below (30 credits in A, 30 credits in B):

Students must choose Dissertation OR Live Project and any other 30 credits

**Optional Modules**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% examination</th>
<th>% coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissertation – Event Management (including Research Methods)</td>
<td>6BUS1144</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A &amp; B</td>
</tr>
<tr>
<td>Live Event Project</td>
<td>6BUS1086</td>
<td>0</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Language</td>
<td>6BUS1221</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A &amp; B</td>
</tr>
<tr>
<td>Sporting Events &amp; Sports Tourism</td>
<td>6BUS1215</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Destination &amp; Visitor Attraction Management</td>
<td>6BUS1217</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>20</td>
<td>30</td>
<td>B</td>
</tr>
</tbody>
</table>

**Business and Event Management**

**Mode of study** Full Time

**Entry point** Semester A

### Level 4

**Compulsory Modules**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting for Managers</td>
<td>4BUS1096</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Economics for Business</td>
<td>4BUS1037</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Study and Research Skills for the Event Industry</td>
<td>4BUS1122</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>The Global Event Industry</td>
<td>4BUS1121</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Quantitative Methods for Business</td>
<td>4BUS1069</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td>4BUS1010</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>HR Management for the Tourism &amp; Event Industry</td>
<td>4BUS1120</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Media Design for Event Management</td>
<td>4CTA1204</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>
### Level 5

**Compulsory Modules**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Planning in the Event Industry Or, if Direct Entrant:</td>
<td>5BUS1173</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Professional Development for Business</td>
<td>5BUS1208</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Exploring Business Ethics</td>
<td>5BUS1049</td>
<td>15</td>
<td>English</td>
<td>60</td>
<td>40</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Risk Management and Security for Events</td>
<td>5BUS1176</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Principles of Operations Management</td>
<td>5BUS1023</td>
<td>15</td>
<td>English</td>
<td>60</td>
<td>40</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Project Planning and Control</td>
<td>5BUS1008</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Enterprise</td>
<td>5BUS1080</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Event Planning and Community Engagement</td>
<td>5BUS1175</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

Choose 1 of the following Semester B modules:

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impacts of Events and Festivals OR</td>
<td>5BUS1174</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>20</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>International Field Trip</td>
<td>5BUS1172</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

### Level 6

**Compulsory Modules**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Commercial Awareness</td>
<td>6BUS0279</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Leadership and Organisations</td>
<td>6BUS1141</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Policy, Politics and Events</td>
<td>6BUS1220</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Sporting Events and Sports Tourism</td>
<td>6BUS1215</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Business Strategy</td>
<td>6BUS1143</td>
<td>15</td>
<td>English</td>
<td>60</td>
<td>40</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Digital Economy</td>
<td>6BUS1267</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Business Tourism and Events</td>
<td>6BUS1218</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Contemporary Research Themes in Event Studies</td>
<td>6BUS1222</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>75</td>
<td>25</td>
<td>B</td>
</tr>
</tbody>
</table>
**Event Management and Marketing Pathway**

**Level 4**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Global Event Industry</td>
<td>4BUS1121</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Economics for Business</td>
<td>4BUS1037</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Study &amp; Research Skills for the Event Industry</td>
<td>4BUS1122</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Principles of Marketing (CIM)</td>
<td>4BUS1082</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Creativity, Technology &amp; Innovation</td>
<td>4BUS1013</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Introduction to Marketing Communications</td>
<td>4BUS1011</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Media Design for Event Management</td>
<td>4CTA1204</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Data Analysis for Tourism &amp; Event Management</td>
<td>4BUS1119</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

**Level 5**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Marketing Planning</td>
<td>5BUS1099</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>50</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Career Planning in the Event Industry</td>
<td>5BUS1173</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Risk Management &amp; Security for Events</td>
<td>5BUS1176</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Managing People</td>
<td>5BUS1037</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Impacts of Events &amp; Festivals</td>
<td>5BUS1174</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>20</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Enterprise</td>
<td>5BUS1080</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Product Innovation International</td>
<td>5BUS1106</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>50</td>
<td>50</td>
<td>B</td>
</tr>
<tr>
<td>Event Planning &amp; Community Engagement</td>
<td>5BUS1175</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

**Placement (Optional)**

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the HBS Placement module.

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>HBS Placement</td>
<td>6BUS1228</td>
<td>0</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
</tbody>
</table>
## Level 6

### Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Brand Management</td>
<td>6BUS1061</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Market and Social Research</td>
<td>6BUS1082</td>
<td>30</td>
<td>English</td>
<td>30</td>
<td>70</td>
<td>0</td>
<td>AB</td>
</tr>
<tr>
<td>Policy, Politics &amp; Events</td>
<td>6BUS1220</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Sporting Events &amp; Sport Tourism</td>
<td>6BUS1215</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Business Tourism &amp; Events</td>
<td>6BUS1218</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Forecasting methods for Managers</td>
<td>6BUS1026</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Contemporary Research Themes in Event Studies</td>
<td>6BUS1222</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>75</td>
<td>25</td>
<td>B</td>
</tr>
</tbody>
</table>

### Event Management and Tourism Pathway

#### Level 4

### Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Global Event Industry</td>
<td>4BUS1121</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>The Tourism Industry Framework</td>
<td>4BUS1113</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Hospitality Operations Management</td>
<td>4BUS1115</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Study &amp; Research Skills for the Event Industry</td>
<td>4BUS1122</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Global Tourism Geography</td>
<td>4BUS1117</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Principles of Tourism &amp; Event Marketing</td>
<td>4BUS1118</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>50</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Media Design for Event Management</td>
<td>4CTA1204</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Data Analysis for Tourism &amp; Event Management</td>
<td>4BUS1119</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>
## Level 5

### Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Planning in the Tourism Industry</td>
<td>5BUS1178</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Social &amp; Cultural Impacts of Tourism</td>
<td>5BUS1179</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Risk Management &amp; Security for Events</td>
<td>5BUS1176</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Enterprise &amp; Technology for Tourism &amp; Events</td>
<td>5BUS1168</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Event Planning &amp; Community Engagement</td>
<td>5BUS1175</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Impacts of Events &amp; Festivals</td>
<td>5BUS1174</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>20</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Tourism Passenger Transport</td>
<td>5BUS1169</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Destination Marketing Research</td>
<td>5BUS1170</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>OR International Field Trip</td>
<td>5BUS1172</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

### Placement (Optional)

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the HBS Placement module.

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>HBS Placement</td>
<td>6BUS1228</td>
<td>0</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
</tbody>
</table>

## Level 6

### Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy, Politics &amp; Events</td>
<td>6BUS1220</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Strategic Business Management for Tourism &amp; Events</td>
<td>6BUS1213</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td>Tourism Planning</td>
<td>6BUS1212</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>0</td>
<td>50</td>
<td>A</td>
</tr>
<tr>
<td>Sporting Events &amp; Sports Tourism</td>
<td>6BUS1215</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td>Business Tourism &amp; Events</td>
<td>6BUS1218</td>
<td>15</td>
<td>English</td>
<td>40</td>
<td>60</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td>Destination &amp; Visitor Attraction Management</td>
<td>6BUS1217</td>
<td>15</td>
<td>English</td>
<td>50</td>
<td>20</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td>Contemporary research Themes in Event Studies</td>
<td>6BUS1222</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>75</td>
<td>25</td>
<td>B</td>
</tr>
<tr>
<td>Aviation &amp; Airlines</td>
<td>6BUS1219</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

### Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details...
are provided in **UPR AS14**, Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

<table>
<thead>
<tr>
<th>Final Award</th>
<th>Award Title</th>
<th>Minimum requirements</th>
<th>Available at end of Level</th>
<th>Programme Learning Outcomes developed (see above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons)</td>
<td>Event Management</td>
<td>360 credit points including 240 at level 6/5 of which 120 must be at level 6</td>
<td>6</td>
<td>A1-A6; B1-B4; C1-C3; D1-D5</td>
</tr>
<tr>
<td>BA (Hons)</td>
<td>Event Management and Tourism</td>
<td>360 credit points including 240 at level 6/5 of which 120 must be at level 6</td>
<td>6</td>
<td>A1-A8; B1-B4; C1-C3; D1-D5</td>
</tr>
<tr>
<td>BA (Hons)</td>
<td>Event Management and Marketing</td>
<td>360 credit points including 240 at level 6/5 of which 120 must be at level 6</td>
<td>6</td>
<td>A1-A6; A9; A10; B1-B4; C1-C3; D1-D5</td>
</tr>
<tr>
<td>BA (Hons)</td>
<td>Business and Event Management</td>
<td>360 credit points including 240 at level 6/5 of which 120 must be at level 6</td>
<td>6</td>
<td>A1-A6; A11; A12; B1-B6; C1-C4; D1-D5</td>
</tr>
</tbody>
</table>

BA (Hons) and BA awards all available with ‘(Sandwich)’, ‘Study Abroad’, ‘A Year Abroad’, or ‘with <Language>’, subject to the requirements for the addition to their award title being met.

<table>
<thead>
<tr>
<th>Interim Award</th>
<th>Award Title</th>
<th>Minimum requirements</th>
<th>Available at end of Level</th>
<th>Programme Learning Outcomes developed (see above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma of Higher Education</td>
<td>Event Management</td>
<td>240 credit points including at least 120 at level 5</td>
<td>5, 6</td>
<td><em>For untitled awards: See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a></em></td>
</tr>
<tr>
<td>BA</td>
<td>Event Management</td>
<td>300 credit points including 180 at level 6/5 of which 60 must be at level 6</td>
<td>6</td>
<td>A1-A6; B1; B3; C1-C3; D1-D5</td>
</tr>
<tr>
<td>BA</td>
<td>Event Management and Tourism</td>
<td>300 credit points including 180 at level 6/5 of which 60 must be at level 6</td>
<td>6</td>
<td>A1-A8; B1; B3; C1-C3; D1-D5</td>
</tr>
<tr>
<td>BA</td>
<td>Event Management and Marketing</td>
<td>300 credit points including 180 at level 6/5 of which 60 must be at level 6</td>
<td>6</td>
<td>A1-A6; A9; A10; B1; B3; C1-C3; D1-D5</td>
</tr>
</tbody>
</table>
which 60 must be at level 6

| BA | Business and Event Management | 300 credit points including 180 at level 6/5 of which 60 must be at level 6 | 6 | A1-A6; A11; A12; B1; B3; B5; B6; C1-C3; D1-D5 |

All BA and BA (Hons) titles available with the (Sandwich) suffix, and/or the ‘with Study Abroad’ or ‘with a Year Abroad’ where requirements are met.

For language to appear in the suffix (e.g. ‘BA (Hons) Event Management with French’), 90 credits of the same language must be successfully completed in addition to the requirements above.

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, UPR AS11, UPR AS12/UPR AS13 and UPR AS14) with the exception of those listed below, which have been approved by the University:

- HBS UG placement students must submit and pass a placement portfolio to gain the suffix ‘(Sandwich)’ to their award.
- Students trailing over 30 credits will not be permitted to engage in ‘Study Abroad’, and those with 30 credits or under should seek advice from their Programme Leader
- HBS requires undergraduate students to pass a minimum of 75 credits of study in their chosen language to receive the minor award suffix ‘with <language>’

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

- The Dean of School
- The Deputy Dean
- The Head of UG Development
- The Head of Tourism, Hospitality and Events Management
- Programme Leaders who are responsible for the day to day management and who advise students on the programme as a whole
- An Admissions Tutor, with specific responsibility for open days and selection
- Module Coordinators who are responsible for individual modules
- A Placements Office to assist with the procurement of placements
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School

Support

Students are supported by:

- A programme/year tutor to help students understand the programme structure
- An induction week at the beginning of each new academic session
- Overseas Orientation
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Nursery
• Medical Centre
• HBS Information Point to provide academic and pastoral support
• An International and Direct Entry Support Tutor
• A Disabled Student Coordinator
• An Equal Opportunities Officer
• A team of Academic Support Tutors
• An Exchange Programme Coordinator
• A European and Study Abroad Office
• A Careers and Placement Service for all current students and graduates
• A Mathematics Drop-in Centre
• A team of Academic Support Tutors
• A dedicated Centre for Academic Skills Enhancement (CASE)

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:
• A Programme (or Student) Handbook;
• A Definitive Module Document (DMD) for each constituent module;
• A Module Guide for each constituent module.

The Ask Herts website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called ‘University Policies and Regulations’ (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: http://www.herts.ac.uk/secreg/upr/. In particular, UPR SA07 ‘Regulations and Advice for Students’ Particular Attention - Index’ provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel’s report and conclusions can be accessed at: https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147
G. Entry requirements

The normal entry requirements for the programme are:

- GCSE English Language and Mathematics at grade 4 or above, or qualifications recognised as equivalent by the University on its website at https://www.herts.ac.uk/study/how-to-apply/entry-requirements/undergraduate-degrees/gcse-equivalent-entry-requirements

A minimum IELTS score of 6.0* or qualifications recognised as equivalent by the University on its website at https://www.herts.ac.uk/international/new-international-students/applying-to-the-university-of-hertfordshire/international-entry-requirements will be accepted as alternative to GCSE English Language at grade 4.

[*IELTS at no lower than 5.5 in every band]

PLUS, EITHER

- 72 UCAS points from qualifications which include a minimum of two GCE A levels, one GCE Double Award a BTEC Extended Diploma, a BTEC Diploma or two BTEC Subsidiary Diplomas

Or

- Equivalent qualifications to be assessed by the Admissions Tutor

Non-standard entry to the programmes

The Hertfordshire Business School Undergraduate Admissions Team makes all admissions decisions regarding non-standard applications, including those from elsewhere in the EU and those for direct entry above Level 4.

Applicants with prior relevant undergraduate study are eligible to be considered for entry to the programme at Level 5 or Level 6. They should have 120 credit points at Level 4 or equivalent to join at Level 5 and they are normally required to meet the published English Language and Mathematics requirements. Those joining at level 6 need a further 120 credit points at level 5 or equivalent but are exempted the published Mathematics requirements. Those who have completed their previous undergraduate studies in the UK are also exempted the published English Language requirements. The modules making up the previous 120 credit points of study must normally be passed at the first attempt and should contribute to an overall grade average of at least 50%.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in UPR SA03), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).
If you would like this information in an alternative format please contact: Dr Sarah Snell, Programme Leader, s.snell@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to ago@herts.ac.uk
BA (Hons) Event Management

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Knowledge &amp; Understanding</th>
<th>Intellectual Skills</th>
<th>Practical Skills</th>
<th>Transferable Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study &amp; Research Skills in the Event Industry</td>
<td>4BUS1122</td>
<td>x x x x x</td>
<td>x x x x x x</td>
<td>x x x x x x</td>
<td>x x x x x x</td>
</tr>
<tr>
<td>The Global Event Industry</td>
<td>4BUS1121</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Principles of Tourism &amp; Event Marketing</td>
<td>4BUS1118</td>
<td>x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Data Analysis for Tourism &amp; Event Management</td>
<td>4BUS1119</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Media Design for Event Management</td>
<td>4CTA1204</td>
<td>x x x x x</td>
<td>x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Hospitality Operations Management</td>
<td>4BUS1115</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Economics for the Tourism and Event Industry (optional)</td>
<td>4BUS1116</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Human Resource Management for the Tourism and Event Industry (optional)</td>
<td>4BUS1120</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Risk Management &amp; Security for Events</td>
<td>5BUS1176</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Career Planning in the Event Industry</td>
<td>5BUS1173</td>
<td>x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Event Planning &amp; Community Engagement</td>
<td>5BUS1175</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Impacts of Events &amp; Festivals</td>
<td>5BUS1174</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Enterprise &amp; Technology for Tourism &amp; Events</td>
<td>5BUS1168</td>
<td>x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Law for the Tourism and Event Industry (optional)</td>
<td>5LAW1019</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Management Accounting for Tourism and Event (optional)</td>
<td>5BUS1171</td>
<td>x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>International Field Trip (optional)</td>
<td>5BUS1172</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Event Marketing, Sponsorship and PR (optional)</td>
<td>5BUS1177</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
<tr>
<td>Placement Year</td>
<td>6BUS1228</td>
<td>x x x x x x x x x x x</td>
<td>x x x x x x x x</td>
<td>x x x x x x x</td>
<td></td>
</tr>
</tbody>
</table>

Bachelor's Programme Specification / December 2018/
AS Review Date June 2018
<table>
<thead>
<tr>
<th>Course Description</th>
<th>Code</th>
<th>6BUS1213</th>
<th>6BUS1222</th>
<th>6BUS1218</th>
<th>6BUS1220</th>
<th>6BUS1215</th>
<th>6BUS1217</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Business Management for Tourism &amp; Events</td>
<td>6BUS1213</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Contemporary Research Themes in Event Studies</td>
<td>6BUS1222</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Business Tourism &amp; Events</td>
<td>6BUS1218</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Policy, Politics &amp; Events</td>
<td>6BUS1220</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>HBS Placement</td>
<td>6BUS1228</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Dissertation – Event Management (optional) including Research Methods</td>
<td>6BUS1144</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>6BUS1086</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Live Event Project (optional)</td>
<td>6BUS1221</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sporting Events and Sports Tourism (optional)</td>
<td>6BUS1215</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Destination and Visitor Attraction Management (optional)</td>
<td>6BUS1217</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
**BA (Hons) Event Management and Marketing**

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

<p>| Module Title                                      | Module Code   | A1 | A2 | A3 | A4 | A5 | A6 | A7 | A8 | B1 | B2 | B3 | B4 | B5 | C1 | C2 | C3 | C4 | D1 | D2 | D3 | D4 | D5 | D6 |
|--------------------------------------------------|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Study &amp; Research Skills in the Event Industry     | 4BUS1122      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| The Global Event Industry                         | 4BUS1121      | x  | x  | x  | x  | x  | x  | x  | x  | x  | x  | x  | x  | x  |    |    |    |    |    |    |    |    |    |    |    |
| Media Design for Event Management                 | 4CTA1204      | x  |    |    |    |    | x  | x  | x  | x  | x  | x  | x  |    |    |    |    |    |    |    |    |    |    |    |    |
| Data Analysis for Tourism &amp; Event Management      | 4BUS1119      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | x  | x  |    |    |    |    |    |    |
| Principles of Marketing (CIM)                     | 4BUS1082      |    | x  | x  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Introduction to Marketing Communications           | 4BUS1011      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Economics for Business                             | 4BUS1037      |    |    |    |    |    |    |    |    |    |    |    |    |    |    | x  | x  | x  | x  |    |    |    |    |    |    |    |
| Creativity, Technology and Innovation             | 4BUS1013      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Risk Management &amp; Security for Events             | 5BUS1176      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Career Planning in the Event Industry             | 5BUS1173      |    |    |    |    |    |    |    |    |    |    |    |    |    |    | x  | x  |    |    |    |    |    |    |    |    |    |
| Event Planning &amp; Community Engagement             | 5BUS1175      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Impacts of Events &amp; Festivals                      | 5BUS1174      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Strategic Marketing Planning                       | 5BUS1032      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Enterprise                                        | 5BUS1080      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Product Innovation                                | 5BUS1022      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Managing People                                   | 5BUS1037      | x  | x  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Placement Year                                    | 6BUS1228      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Contemporary Research Themes in Event Studies      | 6BUS1094      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Market and Social Research                        | 6BUS1082      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Strategic Brand Management                        | 6BUS1061      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |</p>
<table>
<thead>
<tr>
<th>Module Title</th>
<th>Code</th>
<th>Analysis</th>
<th>Research</th>
<th>Critical Thinking</th>
<th>Application</th>
<th>Communication</th>
<th>Systemic Thinking</th>
<th>Application</th>
<th>Communication</th>
<th>Systemic Thinking</th>
<th>Application</th>
<th>Communication</th>
<th>Systemic Thinking</th>
<th>Application</th>
<th>Communication</th>
<th>Systemic Thinking</th>
<th>Application</th>
<th>Communication</th>
<th>Systemic Thinking</th>
<th>Application</th>
<th>Communication</th>
<th>Systemic Thinking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Tourism &amp; Events</td>
<td>6BUS1218</td>
<td>x x x x x x x x x x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Policy, Politics &amp; Events</td>
<td>6BUS1220</td>
<td>x x x x x x x x x x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sporting Event and Sport Tourism</td>
<td>6BUS1215</td>
<td>x x x x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forecasting Methods for Managers</td>
<td>6BUS1026</td>
<td>x</td>
<td>x x x x x x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**BA (Hons) Event Management and Tourism**

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Knowledge &amp; Understanding</th>
<th>Intellectual Skills</th>
<th>Practical Skills</th>
<th>Transferable Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study &amp; Research Skills in the Event Industry</td>
<td>4BUS1122</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>The Global Event Industry</td>
<td>4BUS1121</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Principles of Tourism &amp; Event Marketing</td>
<td>4BUS1118</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Media Design for Event Management</td>
<td>4CTA1204</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospitality Operations Management</td>
<td>4BUS1115</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Data Analysis for Tourism &amp; Event Management</td>
<td>4BUS1119</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>The Tourism Industry Framework</td>
<td>4BUS1113</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Global Tourism Geography</td>
<td>4BUS1117</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Tourism Passenger Transport</td>
<td>5BUS1169</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Career Planning in the Tourism Industry</td>
<td>5BUS1178</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social &amp; Cultural Impacts of Tourism</td>
<td>5BUS1179</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Destination Marketing Research OR International Field Trip</td>
<td>5BUS1170</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>5BUS1172</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Enterprise &amp; Technology for the Tourism &amp; Events industry</td>
<td>5BUS1080</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Event Planning &amp; Community Engagement</td>
<td>5BUS1175</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Impacts of Events &amp; Festivals</td>
<td>5BUS1174</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Risk Management and Security for Events</td>
<td>5BUS1176</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Placement Year</td>
<td>6BUS1228</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Tourism Planning</td>
<td>6BUS1212</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Destination &amp; Visitor Attraction Management</td>
<td>6BUS1217</td>
<td>X X X X X X X X X X X X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strategic Business Management for Tourism &amp; Events</td>
<td>6BUS1154</td>
<td>X X X X X X X X X X X X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contemporary Research Themes in Event Studies</td>
<td>6BUS1094</td>
<td>X X X X X X X X X X X X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Tourism &amp; Events</td>
<td>6BUS1218</td>
<td>X X X X X X X X X X X X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Policy, Politics &amp; Events</td>
<td>6BUS1220</td>
<td>X X X X X X X X X X X X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sporting Event and Sports Tourism</td>
<td>6BUS1215</td>
<td>X X X X X X X X X X X X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aviation and Airlines</td>
<td>6BUS1219</td>
<td>X X X X X X X X X X X X X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

Event Management Pathway
A1. The structure, composition and management of the events industry and the global context in which it operates
A2. The nature and impact of event activity, and management strategies for responsible event development
A3. An international perspective of event management, facilitated by the use of international case studies and opportunities to study and work abroad
A4. The critical importance and centrality of the client, key event stakeholders and the event consumer in designing the ‘event experience’
A5. The technical skills relevant to planning events, risk management and the regulatory frameworks affecting events
A6. The impacts of events and management strategies for generating positive event legacies

Event Management and Marketing
A7. The key marketing concepts, practices and underpinning theory.
A8. The complexities of organisations, in particular the way in which marketing interacts with other key business functions.

Event Management and Tourism
A9. The structure, composition and management of the tourism industry and the global context in which it operates
A10. The nature and impact of tourism activity and management strategies for responsible tourism

Intellectual Skills
B1. Research and assess subject specific facts, theories, paradigms, principles and concepts
B2. Describe, analyse and critically interpret data, text information and research evidence
B3. Apply knowledge to the solution of familiar and unfamiliar problems
B4. Develop a reasoned argument and challenge assumptions

Practical Skills
C1. Demonstrate competence in written and oral communication skills
C2. Demonstrate competence in numeracy, computing and IT skills
C3. Demonstrate competence in interactive and group skills

For the Marketing Pathway
C1. Integrate marketing theory with practice through the ‘applied’ modules

Transferable Skills
D1. Recognise and prepare for career opportunities within the workplace
D2. Display competence in problem solving skills
D3. Demonstrate an ability to work effectively in teams and independently
D4. Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.
D5. Operate in the dynamic global arena and appreciate contemporary and Cross-cultural difference.
**BA (Hons) Business and Event Management**

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>A1</th>
<th>A2</th>
<th>A3</th>
<th>A4</th>
<th>A5</th>
<th>A6</th>
<th>A11</th>
<th>A12</th>
<th>B1</th>
<th>B2</th>
<th>B3</th>
<th>B4</th>
<th>B5</th>
<th>B6</th>
<th>C1</th>
<th>C2</th>
<th>C3</th>
<th>C4</th>
<th>D1</th>
<th>D2</th>
<th>D3</th>
<th>D4</th>
<th>D5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting for Managers</td>
<td>4BUS1096</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economics for Business</td>
<td>4BUS1037</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Study and research Skills for the Event Industry</td>
<td>4BUS1122</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Global Event Industry</td>
<td>4BUS1121</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quantitative Methods for Business</td>
<td>4BUS1069</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td>4BUS1010</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HR Management for the Tourism &amp; Event Industry</td>
<td>4BUS1120</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Design for Event Management</td>
<td>4CTA1204</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career Planning in the Event Industry</td>
<td>5BUS1173</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Development for Business</td>
<td>5BUS1208</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exploring Business Ethics</td>
<td>5BUS1049</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Risk Management and Security for Events</td>
<td>5BUS1176</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Principles of Operations Management</td>
<td>5BUS1023</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Planning and Control</td>
<td>5BUS1008</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enterprise</td>
<td>5BUS1080</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Planning and Community Engagement</td>
<td>5BUS1175</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impacts of Event and Festivals</td>
<td>5BUS1174</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Field Trip</td>
<td>5BUS1172</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Programme Learning Outcomes (as identified in section 1 and the following page)

<table>
<thead>
<tr>
<th>Knowledge &amp; Understanding</th>
<th>Intellectual Skills</th>
<th>Practical Skills</th>
<th>Transferable Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>B1</td>
<td>C1</td>
<td>D1</td>
</tr>
<tr>
<td>A2</td>
<td>B2</td>
<td>C2</td>
<td>D2</td>
</tr>
<tr>
<td>A3</td>
<td>B3</td>
<td>C3</td>
<td>D3</td>
</tr>
<tr>
<td>A4</td>
<td>B4</td>
<td>C4</td>
<td>D4</td>
</tr>
<tr>
<td>A5</td>
<td>B5</td>
<td>C5</td>
<td>D5</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>-------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Business and Commercial Awareness</td>
<td>6BUS0279</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Leadership and Organisations</td>
<td>6BUS1141</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Policy, Politics and Events</td>
<td>6BUS1220</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Sporting Events and Sports Tourism</td>
<td>6BUS1215</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Business Strategy</td>
<td>6BUS1143</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Digital Economy</td>
<td>6BUS1267</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Business Tourism and Events</td>
<td>6BUS1218</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Contemporary Research Themes in Events</td>
<td>6BUS1222</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
KEY TO PROGRAMME LEARNING OUTCOMES Business and Event Management award

Knowledge and Understanding

Event Management Pathway

A1. The structure, composition and management of the events industry and the global context in which it operates
A2. The nature and impact of event activity, and management strategies for responsible event development
A3. An international perspective of event management, facilitated by the use of international case studies and opportunities to study and work abroad
A4. The critical importance and centrality of the client, key event stakeholders and the event consumer in designing the ‘event experience’
A5. The technical skills relevant to planning events, risk management and the regulatory frameworks affecting events

And additionally, for the Business and Event Management Award

A6. The impacts of events and management strategies for generating positive event legacies

Intellectual Skills

B1. Research and assess subject specific facts, theories, paradigms, principles and concepts
B2. Describe, analyse and critically interpret data, text information and research evidence
B3. Apply knowledge to the solution of familiar and unfamiliar problems
B4. Develop a reasoned argument and challenge assumptions

And additionally, for the Business and Event Management Award

B5. Analyse and evaluate business information for decision-making purposes;
B6. Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations.

Practical Skills

C1. Demonstrate competence in written and oral communication skills
C2. Demonstrate competence in numeracy, computing and IT skills
C3. Demonstrate competence in interactive and group skills

And additionally, for the Business and Event Management Award

C4. Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources

Transferable Skills

D1. Recognise and prepare for career opportunities within the workplace
D2. Display competence in problem solving skills
D3. Demonstrate an ability to work effectively in teams and independently
D4. Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.
D5. Operate in the dynamic global arena and appreciate contemporary and Cross-cultural difference.
Section 2
Programme management

Relevant QAA subject benchmarking statements
Hospitality, Leisure, Sport and Tourism 2015
Business and Management 2015

Type of programme
Undergraduate

Date of validation/last periodic review
March 16

Date of production/last revision of PS
November 18

Level 4 entering September 2019

Administrative School
Hertfordshire Business School

Table 3 Course structure

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course description</th>
<th>JACS/HECoS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSEVMGT</td>
<td>BA (Hons) Event Management</td>
<td>N300</td>
</tr>
<tr>
<td></td>
<td>BA (Hons) Event Management and Marketing</td>
<td>NN8M</td>
</tr>
<tr>
<td></td>
<td>BA (Hons) Event Management and Tourism</td>
<td>N891</td>
</tr>
<tr>
<td></td>
<td>BA (Hons) Business and Event Management</td>
<td>N100/N820</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100079</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course description</th>
<th>JACS/HECoS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSEVMGT</td>
<td>BA (Hons) Business and Event Management</td>
<td>N100/N820</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100079</td>
</tr>
</tbody>
</table>