

Hertfordshire Business School

Title of Programme: Event Management

Including:

- BA (Hons) Event Management
- BA (Hons) Business and Event Management
- BA (Hons) Event Management and Marketing
- BA (Hons) Event Management and Tourism

Programme Code: BSEVMGT

## Programme Specification

This programme specification is relevant to students entering:  
01 September 2021

Associate Dean of School (Academic Quality Assurance):  
Veronica Earle



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.

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### Summary of amendments to the programme:

Section	Amendment
Table 1a	Modules removed 4CTA1204 Media Design for Event Management. 4BUS1116 Economics for the Tourism & Event Industry. 5BUS1008 Project Planning and Control. 5LAW1019 Law for the Tourism & Event Industry. 5BUS1023 Principles of Operations Management. 5BUS1208 Professional Development for Business (Direct Entrant module). 5BUS1037 Managing People. 5BUS1210 Social Media and Social Influence. 5BUS1217 Innovation and Business Model Design. 6BUS1026 Forecasting methods for Managers. 6BUS1274 Branding and Communications Strategy. 6BUS1278 Digital Venture Creation.

	<p>6BUS1284 Global Marketing.</p> <p>Modules added</p> <p>4BUS1167 Content Creation.</p> <p>5BUS1118 Consumer Behaviour.</p> <p>5BUS1199 Business Operations.</p> <p>5BUS1205 Project Management in Business.</p> <p>5BUS1215 Marketing Research.</p> <p>5BUS1216 Managing Marketing Professionals.</p> <p>6BUS1025 Global Marketing Ethics and Culture.</p> <p>6BUS1061 Strategic Brand Management.</p> <p>6BUS1163 Agency Relations.</p> <p>6BUS1239 Entrepreneurship, Innovation and Creativity.</p>
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If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@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

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	De Havilland Campus
<b>Programme accredited by</b>	Not applicable
<b>Final Qualification</b>	BA (Hons)
<b>All Final Award titles</b>	Event Management
<b>(Qualification and Subject)</b>	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  
BA Honours with Employment Experience

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

<b>FHEQ level of award</b>	6
<b>UCAS code(s)</b>	N820 (Event Management) NN8M (Event Management and Marketing) N891 (Event Management and Tourism); NN1V (Business and Event Management) N821 (Event Management with French) N822 (Event Management with German) N825 (Event Management with Spanish) N823 (Event Management with Japanese) N824 (Event Management with Mandarin)
<b>Language of Delivery</b>	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.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1- The structure, composition and management of events industries and the global context in which they operate	Acquisition of knowledge and understanding is through a combination of lectures, seminars, tutorials, coursework, and project work at all levels of the programme.	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,
A2- The nature and impact of event activity, and management strategies for	Throughout, the learner is encouraged to undertake	

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.

#### And additionally, for the Business and Event Management award

independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual 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.

multiple choice tests, portfolios (including a placement portfolio) and presentations.

<p>A11- Examine the intricacies of organisations.</p> <p>A12- Research the wide range of processes, procedures and practices of effective management;</p>		
<p><b>Intellectual skills</b></p> <p>B1- Research and assess subject specific facts, theories, paradigms, principles and concepts.</p> <p>B2-Describe, analyse and critically interpret data, text information and research evidence.</p> <p>B3- Apply knowledge to the solution of familiar and unfamiliar problems.</p> <p>B4- Develop a reasoned argument and challenge assumptions.</p> <p><u>And additionally, for the Business and Event Management Award</u></p> <p>B5-Analyse and evaluate business information for decision-making purposes;</p> <p>B6- Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations.</p>	<p><b>Teaching and learning methods</b></p> <p>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.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p><b>Assessment strategy</b></p> <p>Intellectual skills are assessed through examinations and in-course assessments and demonstrated by the research and evaluations that students produce in reports and essays throughout the programme.</p>
<p><b>Practical skills</b></p> <p>C1- Demonstrate competence in written and oral communication skills</p> <p>C2- Demonstrate competence in numeracy, computing and IT skills</p> <p>C3- Demonstrate competence in interactive and group skills</p>	<p><b>Teaching and learning methods</b></p> <p>Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above.</p>	<p><b>Assessment strategy</b></p> <p>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</p>

<p><u>And additionally, for the Business and Event Management Award</u></p> <p>C4- Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources</p>		<p>includes the use of wikis and/or student logs and reflections to ascertain individual contributions.</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Recognise and prepare for career opportunities within the workplace.</p> <p>D2- Display competence in problem solving skills.</p> <p>D3- Demonstrate an ability to work effectively in teams and independently.</p> <p>D4- Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.</p> <p>D5- Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.</p>	<p>Transferable skills are developed through by the methods and strategies outlined in sections A, B and C above.</p> <p>Skills D1 and D2 are developed particularly through the Career Planning modules in Level 5 and encouraged throughout the programme.</p> <p>Skills D3 and D4 are developed and promoted through the programme, most notably in the seminar-based work</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>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.</p> <p>Tasks also include role-play to prepare for the recruitment process and working in the business environment.</p> <p>Transferable 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.</p>

## 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).

#### Professional and Statutory Regulatory Bodies

N/A

#### 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.

\*Please note the minimum placement period has been temporarily changed to 30 weeks for the 20/21 academic year due to the Covid 19 situation. See UPR11 2.4.1 for the situation in subsequent years [https://www.herts.ac.uk/\\_data/assets/pdf\\_file/0016/232504/AS11-Schedule-of-Awards.pdf](https://www.herts.ac.uk/_data/assets/pdf_file/0016/232504/AS11-Schedule-of-Awards.pdf)

#### Erasmus Exchange programme

The degree programme is open to all Erasmus students who select option choices from across the programme. For 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.

Table 1a Outline Programme Structure

**Mode of study** Full Time

**Entry point** Semester A

**Level 4**

### Event Management Pathway

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
The Global Event Industry	4BUS1121	15	English	0	100	0	A
Study & Research Skills for the Event Industry	4BUS1122	15	English	0	100	0	A
Hospitality Operations Management	4BUS1115	15	English	0	100	0	A
Content Creation	4BUS1167	15	English	0	100	0	B
Data Analysis for Tourism and Event Management	4BUS1119	15	English	0	100	0	B
Principles of Tourism & Event Marketing	4BUS1118	15	English	0	100	0	B

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

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Economics for Business	4BUS1037	15	English	0	100	0	A
Human Resource Management for the Tourism & Event Industry	4BUS1120	15	English	0	100	0	B
Language	Various	15 & 15	Various	0	0	100	A & B

## Level 5

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Career Planning in the Event Industry	5BUS1173	15	English	0	100	0	A
Enterprise & Technology for Tourism & Events	5BUS1168	15	English	0	100	0	A
Risk Management & Security for Events	5BUS1176	15	English	0	100	0	A
Impacts of Events & Festivals	5BUS1174	15	English	0	100	0	B
Event Planning & Community Engagement	5BUS1175	15	English	0	100	0	B

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

Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<b>Optional Modules</b>							
Project Management in Business	5BUS1205	15	English	0	100	0	A
Management Accounting for Tourism & Events	5BUS1171	15	English	0	100	0	B
International Field Trip	5BUS1172	15	English	0	100	0	B
Event Marketing, Sponsorship & PR	5BUS1177	15	English	0	100	0	B
Language	Various	15 & 15	Various	0	0	100	A & B

### 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.

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
HBS Placement	6BUS1288	0	English	0	100	0	A

## Level 6

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
Policy, Politics & Events	6BUS1220	15	English	0	100	0	A
Strategic Business Management for Tourism & Events	6BUS1213	15	English	0	100	0	A
Business Tourism & Events	6BUS1218	15	English	0	100	0	B
Contemporary Research Themes in Event Studies	6BUS1222	15	English	0	100	0	B

**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**

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<b>Optional Modules</b>							
<b>Module Titles</b>							
Dissertation – Event Management (including Research Methods)	6BUS1144 6BUS1086	30 0	English	0 0	100 100	0 0	A & B A
Live Event Project	6BUS1221	30	English	0	100	0	A & B
Language	Various	15 & 15	Various	0	0	100	A & B
Sporting Events & Sports Tourism	6BUS1215	15	English	0	100	0	A
Destination & Visitor Attraction Management	6BUS1217	15	English	0	100	0	B

### **Business and Event Management**

**Mode of study** Full Time

**Entry point** Semester A

## Level 4

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
Accounting for Managers	4BUS1096	15	English	0	100	0	A
Economics for Business	4BUS1037	15	English	0	100	0	A
Study and Research Skills for the Event Industry	4BUS1122	15	English	0	100	0	A
The Global Event Industry	4BUS1121	15	English	0	100	0	A
Quantitative Methods for Business	4BUS1069	15	English	0	100	0	B
Principles of Marketing	4BUS1010	15	English	0	100	0	B
HR Management for the Tourism & Event Industry	4BUS1120	15	English	0	100	0	B
Digital Landscape	4BUS1165	15	English	0	100	0	B

## Level 5

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Career Planning in the Event Industry	5BUS1173	15	English	0	100	0	A
Exploring Business Ethics	5BUS1049	15	English	0	100	0	A
Risk Management and Security for Events	5BUS1176	15	English	0	100	0	A
Business Operations	5BUS1199	15	English	0	100	0	B
Project Management in Business	5BUS1205	15	English	0	100	0	A
Enterprise	5BUS1080	15	English	0	100	0	B
Event Planning and Community Engagement	5BUS1175	15	English	0	100	0	B
<b>Choose 1 of the following Semester B modules:</b>							
Impacts of Events and Festivals <b>OR</b>	5BUS1174	15	English	0	100	0	B
International Field Trip	5BUS1172	15	English	0	100	0	B

## 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.

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
HBS Placement	6BUS1228	0	English	0	100	0	A

## Level 6

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Business and Commercial Awareness	6BUS0279	15	English	0	100	0	A
Leadership and Organisations	6BUS1141	15	English	0	100	0	A
Policy, Politics and Events	6BUS1220	15	English	0	100	0	A
Sporting Events and Sports Tourism	6BUS1215	15	English	0	100	0	A
Strategic Management	6BUS1264	15	English	0	100	0	B
Digital Economy	6BUS1267	15	English	0	100	0	B
Business Tourism and Events	6BUS1218	15	English	0	100	0	B
Contemporary Research Themes in Event Studies	6BUS1222	15	English	0	100	0	B

## Event Management and Marketing Pathway

### Level 4

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
The Global Event Industry	4BUS1121	15	English	0	100	0	A
Economics for Business	4BUS1037	15	English	0	100	0	A
Study & Research Skills for the Event Industry	4BUS1122	15	English	0	100	0	A
Principles of Marketing (CIM)	4BUS1082	15	English	0	100	0	A
Digital Landscape	4BUS1165	15	English	0	100	0	B
Introduction to Marketing Communications	4BUS1011	15	English	0	100	0	B
Content Creation	4BUS1167	15	English	0	100	0	B
Data Analysis for Tourism & Event Management	4BUS1119	15	English	0	100	0	B

### Level 5

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Marketing Insight, Analysis and Planning	5BUS1209	15	English	0	100	0	A
Career Planning in the Event Industry	5BUS1173	15	English	0	100	0	A
Risk Management & Security for Events	5BUS1176	15	English	0	100	0	A
Managing Marketing Professionals	5BUS1216	15	English	0	100	0	A
Impacts of Events and Festivals <b>OR</b>	5BUS1174	15	English	0	100	0	B
International Field Trip	5BUS1172	15	English	0	100	0	B
Consumer Behaviour	5BUS1118	15	English	0	100	0	B
Marketing Research	5BUS1215	15	English	0	100	0	B
Event Planning & Community Engagement	5BUS1175	15	English	0	100	0	B

### 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.

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
HBS Placement	6BUS1228	0	English	0	100	0	A

## Level 6

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Strategic Brand Management	6BUS1061	15	English	0	100	0	A
Agency Relations	6BUS1163	15	English	0	100	0	A
Policy, Politics & Events	6BUS1220	15	English	0	100	0	A
Sporting Events & Sport Tourism	6BUS1215	15	English	0	100	0	A
Business Tourism & Events	6BUS1218	15	English	0	100	0	B
Global Marketing Ethics and Culture	6BUS1025	15	English	0	100	0	B
Contemporary Research Themes in Event Studies	6BUS1222	15	English	0	100	0	B
Entrepreneurship, Innovation and Creativity	6BUS1239	15	English	0	50	50	B

## Event Management and Tourism Pathway

### Level 4

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
The Global Event Industry	4BUS1121	15	English	0	100	0	A
The Tourism Industry Framework	4BUS1113	15	English	0	100	0	A
Hospitality Operations Management	4BUS1115	15	English	0	100	0	A
Study & Research Skills for the Event Industry	4BUS1122	15	English	0	100	0	A
Global Tourism Geography	4BUS1117	15	English	0	100	0	B
Principles of Tourism & Event Marketing	4BUS1118	15	English	0	100	0	B
Digital Landscape	4BUS1165	15	English	0	100	0	B
Data Analysis for Tourism & Event Management	4BUS1119	15	English	0	100	0	B

## Level 5

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
Career Planning in the Tourism Industry	5BUS1178	15	English	0	100	0	A
Social & Cultural Impacts of Tourism	5BUS1179	15	English	0	100	0	A
Risk Management & Security for Events	5BUS1176	15	English	0	100	0	A
Enterprise & Technology for Tourism & Events	5BUS1168	15	English	0	100	0	A
Event Planning & Community Engagement	5BUS1175	15	English	0	100	0	B
Impacts of Events & Festivals	5BUS1174	15	English	0	100	0	B
Tourism Passenger Transport	5BUS1169	15	English	0	100	0	B
Destination Marketing Research	5BUS1170	15	English	0	100	0	B
OR International Field Trip	5BUS1172	15	English	0	100	0	B

### 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.

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Module Title</b>							
HBS Placement	6BUS1228	0	English	0	100	0	A

## Level 6

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
Policy, Politics & Events	6BUS1220	15	English	0	100	0	A
Strategic Business Management for Tourism & Events	6BUS1213	15	English	0	100	0	A
Tourism Planning	6BUS1212	15	English	0	100	0	A
Sporting Events & Sports Tourism	6BUS1215	15	English	0	100	0	A
Business Tourism & Events	6BUS1218	15	English	0	100	0	B
Destination & Visitor Attraction Management	6BUS1217	15	English	0	100	0	B
Contemporary Research Themes in Event Studies	6BUS1222	15	English	0	100	0	B
Aviation & Airlines	6BUS1219	15	English	0	100	0	B



### 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:

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

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	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>
Certificate of Higher Education		120 credit points at level 4	4, 5	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, C1, C5, D1, D2, D3</i> <b>OR</b> <i>For untitled awards: See UPR AS11, section 13:</i> <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, B6, C1, C5, D1, D2, D3, D6</i> <b>OR</b> <i>For untitled awards: See UPR AS11, section 13:</i> <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
BA	Event Management	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A6; B1; B3; C1-C3; D1-D5
BA	Event Management and Tourism	300 credit points including 180 at level 6/5 of	6	A1-A8; B1; B3; C1-C3; D1-D5

		which 60 must be at level 6		
BA	Event Management and Marketing	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A6; A9; A10; B1; B3; C1-C3; D1-D5
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

## 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
- Student representatives on programme committees
- A designated administrative team
- The Students' Union
- StudyNet, a versatile on-line interactive intranet and learning environment
- Attractive modern study environments in Learning Resource Centres
- Guided student-centred learning through the use of StudyNet
- A dedicated Centre for Academic Skills Enhancement (CASE)

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## 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>

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## G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

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).

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If you would like this information in an alternative format please contact:  
Deborah Grieve, Programme Leader, [d.grieve@herts.ac.uk](mailto:d.grieve@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 [aqo@herts.ac.uk](mailto:aqo@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.

		Programme Learning Outcomes (as identified in section 1 and the following page)																		
		Knowledge & Understanding						Intellectual Skills				Practical Skills			Transferable Skills					
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5	
Level 4	Module Title Study & Research Skills in the Event Industry	Module Code 4BUS1122	x	x	x	x			x	x	x	x	x	x	x	x	x	x	x	x
	The Global Event Industry	4BUS1121	x	x	x		x	x	x	x	x	x	x		x		x	x		x
	Principles of Tourism & Event Marketing	4BUS1118		x			x		x	x	x	x	x				x			
	Data Analysis for Tourism & Event Management	4BUS1119					x		x	x	x		x	x			x			
	Hospitality Operations Management	4BUS1115	x		x		x	x	x	x	x	x	x		x		x	x		x
	Content Creation	4BUS1167							x	x	x		x	x	x		x			
	<i>Economics for Business (optional)</i>	4BUS1037					x	x		x	x	x	x	x			x	x		
	<i>Human Resource Management for the Tourism and Event Industry (optional)</i>	4BUS1120		x					x	x	x	x	x	x	x		x	x	x	x
	Risk Management & Security for Events	5BUS1176	x	x		x	x	x	x	x	x	x	x		x		x	x		x
	Career Planning in the Event Industry	5BUS1173	x							x	x		x	x	x	x		x		
Level 5	Event Planning & Community Engagement	5BUS1175	x	x		x	x	x	x	x	x	x	x		x		x	x		
	Impacts of Events & Festivals	5BUS1174	x	x		x	x	x	x	x	x	x	x		x		x	x		
	Enterprise & Technology for Tourism & Events	5BUS1168		x			x		x	x	x	x	x	x	x		x	x	x	x
	<i>Management Accounting for Tourism and Event (optional)</i>	5BUS1171		x					x	x	x	x	x	x	x		x	x		x
	<i>International Field Trip (optional)</i>	5BUS1172			x				x	x	x	x	x	x	x		x	x		x
	<i>Event Marketing, Sponsorship and PR (optional)</i>	5BUS1177		x					x	x	x	x	x		x		x	x		x
	Placement Year	6BUS1228	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Level 6

Strategic Business Management for Tourism & Events	6BUS1213	x	x	x				x	x	x	x	x	x		x	x		x		
Contemporary Research Themes in Event Studies	6BUS1222	x	x	x				x	x	x	x	x	x		x	x	x	x	x	x
Business Tourism & Events	6BUS1218	x	x	x				x	x	x	x	x	x			x	x	x	x	x
Policy, Politics & Events	6BUS1220	x	x	x				x	x	x	x	x	x				x		x	x
HBS Placement	6BUS1228															x	x	x	x	x
Dissertation – Event Management (optional) including Research Methods	6BUS1144 6BUS1086	x								x	x	x	x	x	x			x	x	x
Live Event Project (optional)	6BUS1221	x	x						x	x	x	x	x	x	x	x	x	x	x	x
Sporting Events and Sports Tourism (optional)	6BUS1215	x	x	x					x	x	x	x	x		x	x	x	x	x	x
Destination and Visitor Attraction Management (optional)	6BUS1217	x	x	x					x	x	x	x	x		x			x	x	x

## 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.

		Programme Learning Outcomes (as identified in section 1 and the following page)																								
		Knowledge & Understanding								Intellectual Skills					Practical Skills				Transferable Skills							
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6		
Level	Module Title	Module Code																								
Level 4	Study & Research Skills in the Event Industry	4BUS1122		x	x	x					x	x	x	x	x	x	x	x		x	x	x	x	x	x	
	The Global Event Industry	4BUS1121	x	x	x		x	x	x		x	x	x	x	x	x		x			x	x			x	
	Data Analysis for Tourism & Event Management	4BUS1119					x				x	x	x			x	x								x	
	Principles of Marketing (CIM)	4BUS1082	x		x	x			x			x				x	x									
	Introduction to Marketing Communications	4BUS1011	x						x		x	x		x		x	x	x		x						
	Economics for Business	4BUS1037									x	x	x	x		x	x	x	x		x	x	x			
	Digital Landscape	4BUS1156									x	x	x	x		x	x	x	x		x	x	x			
Level 5	Content Creation	4BUS1167								x	x	x			x	x	x			x						
	Risk Management & Security for Events	5BUS1176		x		x	x	x	x		x	x	x	x	x	x		x			x	x			x	
	Career Planning in the Event Industry	5BUS1173	x		x							x	x			x	x	x		x	x		x			
	Event Planning & Community Engagement	5BUS1175	x	x		x	x	x	x		x	x	x	x	x	x		x				x	x			
	Marketing Insight, Analysis and Planning	5BUS1209							x	x	x		x	x		x										
	Enterprise	5BUS1080	x	x					x	x	x	x	x	x	x	x	x	x	x	x	x					
	Consumer Behaviour	5BUS1118							x		x	x	x			x	x			x	x	x	x		x	
Level 6	Marketing Research	5BUS1215						x	x		x	x					x			x			x			
	Managing Marketing Professionals	5BUS1216						x	x	x	x									x	x	x		x		



	International Field Trip	5BUS1172									x	x	x	x		x	x			x		x	x		x	
	Impacts of Events & Festivals	5BUS1174	x	x		x	x	x	x		x	x	x	x	x	x		x				x	x			
	Placement Year	6BUS1228	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Level 6	Contemporary Research Themes in Event Studies	6BUS1094	x	x	x			x	x		x	x	x	x	x	x							x	x	x	x
	Business Tourism & Events	6BUS1218	x	x	x			x	x		x	x	x	x	x	x							x	x	x	x
	Policy, Politics & Events	6BUS1220	x	x	x			x	x		x	x	x	x	x	x				x	x	x		x	x	
	Sporting Events and Sports Tourism	6BUS1215	x	x	x							x	x	x	x	x							x	x		x
	Global Marketing Ethics and Culture	6BUS1025						x		x	x	x	x	x		x			x							
	Strategic Brand Management	6BUS1061							x	x	x	x	x	x		x					x	x		x	x	
	Agency Relations	6BUS1163							x	x	x	x	x	x		x	x				x	x	x	x	x	
	Entrepreneurship, Innovation and Creativity	6BUS1239								x	x		x			x	x				x	x	x	x		x

## 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.

		Programme Learning Outcomes (as identified in section 1 and the following page)																								
		Knowledge & Understanding										Intellectual Skills					Practical Skills			Transferable Skills						
		A1	A2	A3	A4	A5	A6	A9	A10	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5				
Level 4	Module Title Study & Research Skills in the Event Industry	Module Code 4BUS1122	x	x		x					x	x	x	x	x	x	x	x	x	x	x	x				
	The Global Event Industry	4BUS1121	x	x	x		x	x			x	x	x	x	x	x		x			x	x				
	Principles of Tourism & Event Marketing	4BUS1118		x			x		x		x	x	x	x	x						x					
	Hospitality Operations Management	4BUS1115	x		x		x	x		x	x	x	x	x	x		x				x	x				
	Data Analysis for Tourism & Event Management	4BUS1119					x				x	x	x			x	x					x				
	The Tourism Industry Framework	4BUS1113						x	x	x	x	x	x	x	x	x		x				x	x			
	Global Tourism Geography	4BUS1117				x	x	x		x	x	x		x	x	x		x				x	x			
Level 5	Digital Landscape	4BUS1165									x					x					x					
	Tourism Passenger Transport	5BUS1169							x	x	x	x	x		x		x					x				
	Career Planning in the Tourism Industry	5BUS1178							x				x		x	x	x	x	x			x				
	Social & Cultural Impacts of Tourism	5BUS1179							x	x	x	x	x	x	x							x				
	Destination Marketing Research OR International Field Trip	5BUS1170 5BUS1172							x	x	x	x	x		x	x		x			x	x	x			
	Enterprise & Technology for the Tourism & Events industry	5BUS1080		x	x				x	x	x	x	x	x	x	x	x	x			x	x	x	x		
	Event Planning & Community Engagement	5BUS1175	x	x		x	x	x			x	x	x	x	x	x		x				x	x			
	Impacts of Events & Festivals	5BUS1174	x	x		x	x	x	x	x	x	x	x	x	x	x		x				x	x			
	Risk Management and Security for Events	5BUS1176		x		x	x	x	x	x	x	x	x	x	x	x		x				x	x			

Level 6	Placement Year	6BUS1228	x	x	x	x	x	x			x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Tourism Planning	6BUS1212							x	x	x	x	x	x	x	x						x		
	Destination & Visitor Attraction Management	6BUS1217	x	x	x	x	x	x		x	x	x	x		x	x			x			x	x	x
	Strategic Business Management for Tourism & Events	6BUS1154	x	x	x			x		x	x	x	x	x	x	x			x	x			x	
	Contemporary Research Themes in Event Studies	6BUS1094	x	x	x	x		x			x	x	x	x	x	x						x	x	x
	Business Tourism & Events	6BUS1218	x	x	x	x		x			x	x	x	x	x	x						x	x	x
	Policy, Politics & Events	6BUS1220	x	x	x	x		x		x	x	x	x	x	x	x						x		x
	Sporting Events and Sports Tourism	6BUS1215	x	x	x			x	x	x	x	x	x		x			x			x	x	x	x
Aviation and Airlines	6BUS1219							x	x	x	x	x	x		x			x			x	x	x	

## 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.

Programme Learning Outcomes (as identified in section 1 and the following page)																								
Knowledge & Understanding										Intellectual Skills						Practical Skills				Transferable Skills				

Module Title	Module Code	A1	A2	A3	A4	A5	A6	A11	A12	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	D1	D2	D3	D4	D5
Accounting for Managers	4BUS1096					x			x		x			x		x	x		x				x	
Economics for Business	4BUS1037							x	x	x			x		x	x	x		x					
Study and Research Skills for the Event Industry	4BUS1122	x	x	x	x					x	x	x	x	x		x	x	x	x	x	x	x	x	x
The Global Event Industry	4BUS1121	x	x	x		x	x			x	x	x	x	x	x	x		x			x	x		x
Quantitative Methods for Business	4BUS1069					x			x		x			x		x	x		x		x	x		
Principles of Marketing	4BUS1010					x				x	x					x			x				x	
HR Management for the Tourism & Event Industry	4BUS1120		x					x	x	x	x	x	x	x	x	x	x	x			x	x	x	x
Digital Landscape	4BUS1165									x						x							x	
Career Planning in the Event Industry	5BUS1173	x							x		x	x				x	x	x		x			x	
Exploring Business Ethics	5BUS1049								x	x			x		x	x			x				x	x
Risk Management and Security for Events	5BUS1176	x	x		x	x	x		x	x	x	x	x		x	x		x	x		x	x		x
Enterprise	5BUS1080								x	x	x	x	x	x		x	x	x	x		x	x		
Event Planning and Community Engagement	5BUS1175	x	x		x	x	x	x	x	x	x	x	x			x		x				x	x	
Impacts of Event and Festivals	5BUS1174	x	x		x	x	x	x	x	x	x	x	x	x	x	x		x	x		x	x		
International Field Trip	5BUS1172			x					x	x	x	x	x		x	x	x	x	x		x	x		x
Business Operations	5BUS1199							x		x	x	x	x				x			x		x	x	

Project Management in Business	5BUS1205									x	x	x	x					x	x	x		x	x	x	x		
Business and Commercial Awareness	6BUS0279									x	x	x	x		x	x			x	x	x	x		x	x		
Leadership and Organisations	6BUS1141									x	x	x	x	x	x			x	x	x		x			x		
Policy, Politics and Events	6BUS1220	x	x	x				x		x	x	x	x	x			x	x			x		x		x	x	
Sporting Events and Sports Tourism	6BUS1215	x	x	x						x	x	x	x	x	x			x		x		x	x	x	x	x	x
Strategic Management	6BUS1264									x	x	x	x	x	x	x	x	x	x	x	x		x	x		x	
Digital Economy	6BUS1267										x	x	x	x			x	x	x	x		x		x	x	x	
Business Tourism and Events	6BUS1218	x	x	x				x	x	x	x	x	x	x	x	x					x	x	x	x	x	x	x
Contemporary Research Themes in Events	6BUS1222	x	x	x				x	x	x	x	x	x					x	x	x	x	x	x	x	x	x	x

## BA Events Management

		Assurance of Learning Goals and Criteria																	
		1. Professionalism, Employability and Enterprise			2. Learning and Research Skills			3. Intellectual Depth, Breadth and Adaptability			4. Respect for Others			5. Social Responsibility			6. Global Awareness		
Module Title	Module code	1.1	1.2	1.3	2.1	2.2	2.3	3.1	3.2	3.3	4.1	4.2	4.3	5.1	5.2	5.3	6.1	6.2	6.3
HR Management for the Tourism & Event Industry	4BUS1120											x		x					
Study & research Skills for the Event Industry	4BUS1122			x									x						
Enterprise & Technology for Tourism & Events	5BUS1168									x									
Career Planning in the Event Industry	5BUS1173										x								
Impacts of Events & Festivals	5BUS1174															x			
Event Planning & Community Engagement	5BUS1175														x				
Risk Management & Security for Events	5BUS1176	x	x																
Dissertation – Event Management	6BUS1144								x										



Strategic Business Management for Tourism & Events	6BUS1213																	X	X	X
Live Event Project	6BUS1221							X												
Contemporary Research Themes in Event Studies	6BUS1222				X	X	X													

## 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

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

And additionally, for the Business and Event Management Award

- A11. Examine the intricacies of organisations
- A12. Research the wide range of processes, procedures and practices of effective management;

### 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

<b>Relevant QAA subject benchmarking statements</b>	Hospitality, Leisure, Sport and Tourism 2015 Business and Management 2015
<b>Type of programme</b>	Undergraduate
<b>Date of validation/last periodic review</b>	March 2016
<b>Date of production/ last revision of PS</b>	March 2021
<b>Relevant to level/cohort</b>	Level 4 entering September 2021
<b>Administrative School</b>	Hertfordshire Business School

Table 3 Course structure

Course details		
Course code	Course description	HECOS
BSEVMGT	BA (Hons) Event Management BA (Hons) Event Management and Marketing BA (Hons) Event Management and Tourism BA (Hons) Business and Event Management	HECOS Code(s) 100083