

Title of Programme: BA (Hons) Event Management
BA (Hons) Event Management and Tourism

Programme Code: BSEVMGT

Programme Specification

This programme specification is relevant to students entering:
01 September 2023

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

Signature 

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:

Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification BA (Hons) Event Management, BA (Hons) Event Management and Tourism

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 the student 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).

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 (Qualification and Subject)	Event Management, Event Management and Tourism BA (Hons) Event Management BA (Hons) Event Management (Sandwich) BA (Hons) Event Management with a Year Abroad BA (Hons) Event Management with Study Abroad BA (Hons) Event Management with Employment Experience BA (Hons) Event Management and Tourism BA (Hons) Event Management and Tourism (Sandwich) BA (Hons) Event Management and Tourism with a Year Abroad BA (Hons) Event Management and Tourism with Study Abroad BA (Hons) Event Management and Tourism with Employment Experience
FHEQ level of award	6

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 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.

Delivering academically robust and business-relevant programmes with an employability focus is a key goal of the event management team. As part of the programmes, students will have the opportunity to take part in a range of additional activities to develop these skills including personal and professional development

sessions, employability seminars and opportunities to engage with industry practitioners and professionals through guest lecturers and workshops within modules.

Students will be strongly encouraged to undertake relevant short-term, part-time employment and/or volunteering opportunities as either an alternative to placement or in addition to their placement, to further enhance their employment skills and university learning experience through application of knowledge to a professional business environment whilst also developing key employability skills and exploring career options. This will be recognised through Portfolio Assessment enabling students to showcase their skills at interview on graduation.

Students can select to take a one-year work placement (Sandwich) or the opportunity to study abroad for either one academic year or for one semester. These opportunities help students to experience and appreciate other cultures, overcome challenges of living in another country and gain a greater understanding of the world. Event Management organisations expects graduates to be culturally sensitive; something that will become more important in the future. Successful achievement of the approved work placement will be recognised on the students' final degree transcript.

Students research, analyse and present complex information and examine and compare academic theories. They build upon this knowledge by listening to regular guest speakers, participating in student trips, studying real-world business case studies and engaging in problem-solving exercises. In so doing, they effectively combine theory and practice to deepen their understanding and hone their transferable skills.

The Event Management and Event Management & Tourism curricula take an international perspective, with modules utilising case studies from around the world. Students are invited to participate in an international field trip module in their second year and have the option to take a year abroad between the second and third years (work placement or work placement with study, or a year's study abroad).

The curricula provide students with a variety of optional modules in their final year, providing the opportunity for students to choose subjects that may be of particular interest as they ready themselves for the workplace.

B. Educational Aims of the Programme

Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

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 the combination awards of Event Management and Tourism will combine their event management learning to develop strong understanding of tourism, widening cross-sectoral employability.

Graduate Attributes

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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 (2019), 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 (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1- The structure, composition and management of events industries and the global context in which they operate</p> <p>A2- The nature and impact of event activity, and management strategies for responsible event development.</p> <p>A3- An international perspective of event management, facilitated by the use of international case studies and opportunities to study and work abroad.</p> <p>A4- The critical importance and centrality of the client, key event stakeholders and the event consumer in designing the 'event experience'.</p> <p>A5- The technical skills relevant to planning events, risk management and the regulatory</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, seminars, tutorials, coursework, and project work at all levels of the programme.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>A3 is encouraged through the use of case studies and study trips.</p>	<p>Knowledge and understanding are assessed through a combination of examinations and assessed coursework.</p> <p>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.</p>

<p>frameworks affecting events.</p> <p>A6- The impacts of events and management strategies for generating positive event legacies.</p> <p>In addition, for Event Management and Tourism</p> <p>A7- The role of tourism as an industry through the experience of participating in study visits, both home and abroad</p> <p>A8- Managing people and businesses across national boundaries, including ethical and cultural considerations</p> <p>A9- The structure, composition and management of the tourism industry and the global context in which it operates</p> <p>A10- The nature and impact of tourism activity and management strategies for responsible tourism</p>		
<p>Intellectual skills</p>	<p>Teaching and learning methods</p>	<p>Assessment strategy</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>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>Intellectual skills are assessed through in-course assessments and demonstrated by the research and evaluations that students produce in reports and essays throughout the programme.</p>

Practical skills	Teaching and learning methods	Assessment strategy
<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>Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above.</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 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 modules with a focus on employability and are encouraged throughout the programme. in Level 5 and encouraged throughout the programme. Additionally the skills are developed in coursework assignments, group work, student discussions.</p> <p>Skills D3 and D4 are developed and promoted through the programme. Working in teams is an especially important employability skill for the event management and tourism industry so is embedded at all levels.</p> <p>D4 is developed through group work, role play, the use of case studies and in the optional work placement.</p> <p>D5 is acquired through tutorials, group-based coursework and in the work placement, and is further developed through participation in study abroad opportunities.</p>	<p>The Enhancing Employability in Events & Tourism module requires 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. Students will also have an opportunity to plan and deliver a Live Event at all levels of the Programme.</p>

Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence in a portfolio.

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, and leads to the awards of:

- BA (Honours) Event Management
- BA (Honours) Event Management (Sandwich)
- BA (Honours) Event Management (with a Year Abroad)
- BA (Honours) Event Management (with Study Abroad)
- BA (Honours) Event Management (with Employment Experience)
- BA (Honours) Event Management and Tourism
- BA (Honours) Event Management and Tourism (Sandwich)
- BA (Honours) Event Management and Tourism (with a Year Abroad)
- BA (Honours) Event Management and Tourism (with Study Abroad)
- BA (Honours) Event Management and Tourism (with Employment Experience)

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.

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 only in 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 30 weeks approved, supervised 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 a Placement Portfolio to gain the suffix '(Sandwich)' to their award.

Students who successfully complete at least 12 weeks full-time equivalent placement activity (whether that be interrupted sandwich placement learning or alternative shorter periods of approved placement learning) from a maximum of two separate approved placements, neither of which will be normally less than 4 weeks in duration, will enable students to request the following award title: BA Honours with Employment Experience.

Information and support is available from the University's Careers, Employment and Enterprise Service. See UPR11 2.4.1: https://www.herts.ac.uk/data/assets/pdf_file/0016/232504/AS11-Schedule-of-Awards.pdf

Student Exchange programme

Incoming Exchange

The degree programme is open to all Exchange students who select option choices from across the programme. For further details please contact the Study Abroad Team.

Study Abroad

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 and 5 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.

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 HBS Placement Module.

Table 1a Outline Programme Structure

Event Management pathway

Mode of study Full Time

Entry point Semester A (September)

Level 4

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Professionalism in Events & Tourism	4BUS2018	30	0	0	100	0	AB
Designing the Visitor Experience	4BUS2020	15	0	0	100	0	A
Introduction to Tourism, Hospitality & Event Management	4BUS2019	15	0	0	100	0	A
Understanding Cultural Communities	4BUS2022	15	0	0	100	0	A
Delivering the Visitor Experience	4BUS2021	15	0	0	100	0	B
Principles of Tourism & Event Marketing	4BUS2023	15	0	0	100	0	B
Critical Issues for Events & Tourism	4BUS2024	15	0	0	100	0	B

Coursework assessment may include the following activities:
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Level 5

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Enhancing Employability in Events & Tourism	5BUS2059	15	0	0	100	0	A
Risk Management & Security for Events	5BUS1176	15	0	0	100	0	A
Business Analytics for Events and Tourism	5BUS2060	15	0	0	100	0	A
Event Planning & Community Engagement	5BUS1175	15	0	0	100	0	B
Technology for Tourism & Events	5BUS2057	15	0	0	100	0	B

Coursework assessment may include the following activities:
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

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

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Project Management in Business	5BUS1205	15	0	0	100	0	A
Destination and Event Marketing Research	5BUS2058	15	0	0	100	0	A
International Field Trip	5BUS1172	15	0	0	100	0	B

Sponsorship & PR	5BUS2062	15	0	0	100	0	B
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Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

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	% Test	% Examination	% Coursework	% Practical	Semesters
HBS Placement	6BUS1228	0	0	0	P/F	0	A

Level 6

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Live Event Project	6BUS2062	30	0	0	100	0	AB
Events-driven Tourism	6BUS2066	15	0	0	100	0	A
Contemporary Issues for the Events & Tourism Graduate	6BUS2064	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

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

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Dissertation THEM (including Undergraduate Research Skills and Preparation)	6BUS2065	30	0	0	100	0	AB
Applied Individual Project (including Undergraduate Research Skills and Preparation)	6BUS2040	0	0	0	P/F	0	AB
Strategy and Leadership for Tourism and Events	6BUS2070	30	0	0	100	0	AB
Venues and Convention Management	6BUS2040	0	0	0	P/F	0	AB
	6BUS2063	15	0	0	100	0	A
	6BUS2067	15	0	0	100	0	A

Entrepreneurship in Tourism and Events	6BUS2068	15	0	0	100	0	B
Business Tourism & Events	6BUS1218	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation, Learning Conversation.

Event Management and Tourism pathway

Mode of study Full Time

Entry point Semester A (September)

Level 4

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Professionalism in Events & Tourism	4BUS2018	30	0	0	100	0	AB
Designing the Visitor Experience	4BUS2020	15	0	0	100	0	A
Introduction to Tourism, Hospitality & Event Management	4BUS2019	15	0	0	100	0	A
Understanding Cultural Communities	4BUS2022	15	0	0	100	0	A
Delivering the Visitor Experience	4BUS2021	15	0	0	100	0	B
Principles of Tourism & Event Marketing	4BUS2023	15	0	0	100	0	B
Critical Issues for Events & Tourism	4BUS2024	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Level 5

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Enhancing Employability in Events & Tourism	5BUS2059	15	0	0	100	0	A
Risk Management & Security for Events	5BUS1176	15	0	0	100	0	A
Business Analytics for Events and Tourism	5BUS2060	15	0	0	100	0	A
Destination and Event Marketing Research	5BUS2058	15	0	0	100	0	A
Event Planning & Community Engagement	5BUS1175	15	0	0	100	0	B
Sustainability in Events & Tourism	5BUS2061	15	0	0	100	0	B
Tourism Passenger Transport	5BUS1169	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

And select 15 credits/1 module from the modules list below:

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Technology for Tourism & Events	5BUS2057	15	0	0	100	0	B
International Field Trip	5BUS1172	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

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	% Test	% Examination	% Coursework	% Practical	Semesters
HBS Placement	6BUS1228	0	0	0	P/F	0	A

Level 6

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Live Event Project	6BUS2062	30	0	0	100	0	AB
Events-driven Tourism	6BUS2066	15	0	0	100	0	A
Destination and Visitor Attraction Management	6BUS1217	15	0	0	100	0	A
Global Tourism Planning and Development	6BUS2061	15	0	0	100	0	A
Contemporary Issues for the Events & Tourism Graduate	6BUS2064	15	0	0	100	0	B
Tourism & Social Anthropology	6BUS2069	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation, Learning Conversation.

And select 15 credits/ 1 module from the module list below:

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Entrepreneurship in Tourism and Events	6BUS2068	15	0	0	100	0	B
Business Tourism and Events	6BUS1218	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation, Learning Conversation.

The award of an Honours degree requires 360 credits passed with a minimum of at least 120 at Level 6 which can include the final year project.

For all degree titles in the programme, 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.

Students must be eligible to progress to level 6 to take up the placement and / or study abroad opportunity in the Placement year (Intercalated year)

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 passed with a minimum of at least 120 credits 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 HBS Placement module.

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 Event Management (Sandwich) Event Management with a Year Abroad Event Management with Study Abroad	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

	Event Management with Employment Experience			
BA (Hons)	Event Management and Tourism Event Management and Tourism (Sandwich) Event Management and Tourism with a Year Abroad Event Management and Tourism with Study Abroad Event Management and Tourism with Employment Experience	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

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate	Untitled	45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education	Untitled	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> OR <i>For untitled awards: See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm</i>
Diploma of Higher Education	Untitled	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> OR <i>For untitled awards: See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm</i>
BA	Event Management Event Management (Sandwich) Event Management with a Year Abroad Event Management with Study Abroad Event Management with Employment Experience	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 Event Management and Tourism (Sandwich) Event Management and Tourism with a Year Abroad Event Management and Tourism with Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A8; B1; B3; C1-C3; D1-D5

Event Management and Tourism with Employment Experience			
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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 the HBS Placement module to gain the suffix '(Sandwich)' to their award.
- Students trailing over 30 credits will not be permitted to engage in 'Study Abroad', and those trailing 30 credits or under should seek advice from their Programme Leader
- Research Methods is compulsory for any student who selects the Dissertation or Applied Individual Project option. It is zero credit rated, so does not 'count' as an option choice (it is part of the dissertation support process).
- To be eligible for the Dissertation or Applied Individual Project option, students must have passed 120 credits at level 4 AND 120 credits at level 5 and need to achieve an average of at least 60% in their level 5 modules.

Further programme-specific regulations (requiring School-level approval) are given below:

- None

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

- A Year/Programme Tutor to help students understand the course/programme structure
- Student representatives on programme committees
- Module Leaders
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme.
- The Dean and Deputy Dean of Hertfordshire Business School
- The Associate Dean (UG Student Experience) who has delegated authority for undergraduate programmes in the Hertfordshire Business School
- The Associate Dean (Academic Quality Assurance) and Associate Dean (Learning and Teaching), who have responsibility for academic quality and learning and teaching in the Hertfordshire Business School
- A Programme Leader, who is responsible for the day-to-day management of the programme and will advise students in the programme as a whole
- Personal Tutor
- An Admissions Tutor, with specific responsibility for open days and selection
- 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 Hertfordshire Business School staff

Support

Students are supported by:

- An induction week at the beginning of each new academic session.
- Overseas Orientation
- Personal Tutors to provide academic and pastoral support

- 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, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery
- A versatile on-line inter-active intranet and learning environment
- Guided student-centred learning on Canvas module sites
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in 2 Learning Resources Centres
- Student Success Hubs, which include a Mathematics Drop-in Centre
- Medical Centre
- University Disability Advisors
- Careers and Employment
- Hertfordshire Student's Union
- Dedicated programme site
- An International and Direct Entry Support Tutor
- An Equality Office
- A Student Success Team including dedicated pastoral support
- A University Study Abroad Team
- 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 dedicated programme site
- A Definitive Module Document (DMD) 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/>.

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).

If you would like this information in an alternative format please contact:
dhaq@herts.ac.uk

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to 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 delivered and 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	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5
Level 4	Professionalism in Events & Tourism	4BUS2018	X		X		X		X	X	X		X	X	X	X	X	X	X	
	Principles of Tourism & Event Marketing	4BUS2023		X			X		X	X	X	X	X				X	X		
	Designing the Visitor Experience	4BUS2020		X		X	X				X				X			X		
	Introduction to THEM	4BUS2019	X		X			X	X			X	X		X		X	X		X
	Delivering the Visitor Experience	4BUS2021									X		X	X	X	X	X	X		
	Understanding Cultural Communities	4BUS2022	X		X				X		X	X	X		X		X	X	X	X
	Critical Issues for Events & Tourism	4BUS2024	X						X				X			X				
Level 5	Risk Management & Security for Events	5BUS1176	X	X		X	X	X	X	X		X	X		X		X	X		X
	Enhancing Employability in Events and Tourism	5BUS2059					X	X			X		X	X	X	X	X		X	
	Business Analytics for Events and Tourism	5BUS2060					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		
	Technology for Tourism and Events	5BUS2057	X					X	X	X	X	X	X		X		X	X	X	X
	Project Management in Business	5BUS1205										X	X		X		X	X		X
	Destination and Event Marketing Research	5BUS2058				X			X	X	X	X	X	X	X		X	X	X	
	International Field Trip (optional)	5BUS1172			X				X	X	X	X	X	X	X		X	X		X
	Sponsorship and PR (optional)	5BUS2062		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

	Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5	
Level 6	Live Event Project	6BUS2062	X	X					X	X	X	X	X	X	X	X	X	X	X	X	
	Events-driven Tourism	6BUS2066	X	X	X			X	X	X	X	X	X		X	X	X	X	X	X	
	Contemporary Issues for the Events & Tourism Graduate	6BUS2064	X	X	X			X	X	X	X	X	X		X	X	X	X	X	X	
	Strategy & Leadership for Tourism and Events (optional)	6BUS2063	X	X					X	X	X	X	X	X	X		X	X	X		
	Applied Individual Project (optional)	6BUS2070																			
	including Undergraduate Research Skills and Preparation (optional)	6BUS2040	X						X	X	X	X	X	X	X		X	X	X	X	
	Dissertation – THEM (optional) including Undergraduate Research Skills and Preparation (optional)	6BUS2065 6BUS2040	X						X	X	X	X	X	X	X	X	X	X	X	X	X
	Entrepreneurship in Tourism and Events (optional)	6BUS2068	X		X	X			X	X	X	X	X	X	X		X	X		X	X
Business Tourism & Events (optional)	6BUS1218	X	X	X		X	X	X	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						
	Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5	
Level 4	Professionalism in Events & Tourism	4BUS2018	X		X		X				X		X	X	X		X	X	X	X	X	X	X		
	Principles of Tourism & Event Marketing	4BUS2023		X			X		X				X	X	X	X	X				X	X			
	Designing the Visitor Experience	4BUS2020		X		X	X								X				X			X			
	Introduction to THEM	4BUS2019	X		X			X	X	X	X	X	X			X	X		X		X	X			
	Delivering the Visitor Experience	4BUS2021													X		X	X	X	X	X	X	X		
	Understanding Cultural Communities	4BUS2022	X		X						X	X	X	X			X				X	X	X	X	X
	Critical Issues for Events & Tourism	4BUS2024	X									X	X	X				X			X				
Level 5	Risk Management & Security for Events	5BUS1176	X	X		X	X	X					X	X		X	X		X		X	X		X	
	Enhancing Employability in Events and Tourism	5BUS2059					X	X							X		X	X	X	X	X		X		
	Business Analytics for Events and Tourism	5BUS2060					X	X						X	X			X			X		X		
	Sustainability in Events & Tourism	5BUS2061	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			
	Technology for Tourism and Events	5BUS2057	X					X					X	X	X	X	X		X		X	X	X	X	
	Tourism Passenger Transport	5BUS1169		X		X		X			X		X		X		X		X			X	X		
	Destination and Event Marketing Research	5BUS2058				X							X	X	X	X	X	X	X		X	X	X		
	International Field Trip (optional)	5BUS1172			X				X			X	X	X	X	X	X	X	X		X	X		X	
	Sponsorship and PR (optional)	5BUS2062		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	

	Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5
Level 6	Live Event Project	6BUS2062	X	X									X	X	X	X	X	X	X	X	X	X	X	X
	Events-driven Tourism	6BUS2066	X	X	X			X					X	X	X	X	X		X	X	X	X	X	X
	Contemporary Issues for the Events & Tourism Graduate	6BUS2064	X	X	X			X					X	X	X	X	X		X	X	X	X	X	X
	Global Tourism Planning and Development	6BUS2061	X	X	X	X	X	X		X	X	X	X	X	X	X	X					X		
	Tourism and Social Anthropology	6BUS2069	X	X	X					X		X	X	X	X	X	X		X		X	X		X
	Entrepreneurship in Tourism and Events	6BUS2068	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

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

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

In addition, for Event Management and Tourism

- A7- The role of tourism as an industry through the experience of participating in study visits, both home and abroad
- A8- Managing people and businesses across national boundaries, including ethical and cultural considerations
- 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

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

Table 3: Development of Graduate Attributes in the Constituent Modules

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D = Delivered

	Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Level 4	Professionalism in Events & Tourism	4BUS2018	D			D		
	Principles of Tourism & Event Marketing	4BUS2023	D			D	D	
	Designing the Visitor Experience	4BUS2020	D		D			
	Introduction to THEM	4BUS2019		D				D
	Delivering the Visitor Experience	4BUS2021	D					D
	Understanding Cultural Communities	4BUS2022		D	D		D	
	Critical Issues for Events & Tourism	4BUS2024		D				D
Level 5	Risk Management & Security for Events	5BUS1176	D				D	D
	Enhancing Employability in Events and Tourism	5BUS2059	D			D		
	Sustainability in Events & Tourism	5BUS2061		D	D		D	
	Business Analytics for Events and Tourism	5BUS2060				D		D
	Event Planning & Community Engagement	5BUS1175	D				D	
	Technology for Tourism and Events	5BUS2057				D		D
	Tourism Passenger Transport	5BUS1169		D	D			
	Project Management in Business	5BUS1205	D			D		
	Destination and Event Marketing Research	5BUS2058	D			D	D	D
	International Field Trip (optional)	5BUS1172	D	D				
Sponsorship and PR (optional)	5BUS2062				D		D	
Placement Year	6BUS1228	D						

Level 6	Live Event Project	6BUS2062	D			D	D	
	Events-driven Tourism	6BUS2066	D			D		D
	Contemporary Issues for the Events & Tourism Graduate	6BUS2064	D	D				
	Global Tourism Planning and Development	6BUS2061		D			D	D
	Tourism and Social Anthropology	6BUS2069		D	D		D	
	Entrepreneurship in Tourism and Events	6BUS2068	D					D
	Strategy & Leadership for Tourism and Events (optional)	6BUS2063	D					D
	Applied Individual Project (optional) including Undergraduate Research Skills and Preparation (optional)	6BUS2070 6BUS2040	D			D		D
	Dissertation – THEM (optional) including Undergraduate Research Skills and Preparation (optional)	6BUS2065 6BUS2040				D		D
	Entrepreneurship in Tourism and Events (optional)	6BUS2068	D			D		D
Business Tourism & Events (optional)	6BUS1218	D		D		D		

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	July 22
Date of production/ last revision of PS	March 2023
Relevant to level/cohort	Choose a level entering September 2023
Administrative School	Hertfordshire Business School
Language of Delivery	English

Table 4 Course structure

Course details			
Course Code	Course Description	HECOS	UCAS
BSEVMGT	BA (Hons) Event Management BA (Hons) Event Management and Tourism	100083	N820 N891