

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	BA (Hons) Event, Venue and Experience Management
2	<b>BCU Course Code</b>	US1234
3	<b>Awarding Institution</b>	Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)	
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)	Chartered Management Institute (CMI)

6	Course Description
	<p>Want to study event management in Birmingham? Our BA (Hons) Event, Venue and Experience Management degree allows you to take a year-long placement in industry.</p> <p>Over the past decade there has been a surge of careers in the global leisure sector that require best-in-class Event, Venue and Experience Managers.</p> <p>This innovative and on-trend course will give you the skills, experience and insights to develop a career in the growing area of event management alongside a qualification from the CMI.</p> <p><b>What's covered in the course?</b> Combining theory and practical application the course will draw heavily from practicing event, venue and experience leaders to cover multiple aspects such as marketing, project management, design, operations, analytics, digitization, experiential and client management. Where appropriate to the individual topics covered during the course, implications for sustainability will be identified that relate to the UN Sustainable Development Goals.</p> <p>Building upon the insights and close business connections that Birmingham City Business School has made through its Academy of Multi-Unit Leadership (with over 600 graduate managers from industry-leading event and leisure organisations) this undergraduate course will provide the academic expertise and contacts to help you develop an exciting professional future. President of Genting UK, Paul Willcock, describes the course as 'an exciting and innovative degree that provides exceptionally strong pathways into our industry'.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Event, Venue and Experience Management	6	360
	Bachelor of Arts with Honours Event, Venue and Experience Management with Professional Placement Year	6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Event, Venue and Experience Management	4	120
	Diploma of Higher Education Event, Venue and Experience	5	240

Management	6	300
Bachelor of Arts Event, Venue and Experience Management	6	420
Bachelor of Arts Event, Venue and Experience Management with Professional Placement Year	6	420

<b>8</b>	<b>Derogation from the University Regulations</b>
	None.

<b>9</b>	<b>Delivery Patterns</b>			
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>	<b>Code(s)</b>
	Full Time	City Centre	3 years	US1234
	With Professional Placement Year	City Centre (and placement provider)	4 years	US1236
	Part Time	City Centre	5 Years	US1235

<b>10</b>	<b>Entry Requirements</b>
	The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a> , or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a> .

<b>11a</b>	<b>Course Level Outcomes</b>
	This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmarks as well as the overall course learning outcomes detailed.
	<b>Level 4 - Theoretical Underpinning</b>
1	Illustrate knowledge and understanding of the major theories, principles, concepts of business and management in the context of events.
2	Acquire key transferable skills essential to a career in the event industry.
3	Articulate event knowledge and transferable skills within the event industry environment.
	<b>Level 5 – Professional Practice emphasis</b>
1	Utilise a range of contemporary management strategies.
2	Execute principles of management practice in an operational events context.
3	Apply a range of business techniques to initiate and undertake critical analysis of event scenarios, applying findings to solve a set problems.
4	Effectively communicate and present information, arguments and analysis in a variety of forms
	<b>Level 6 – Strategic Focus</b>
1	Utilise business and management knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain event industry problems.
2	Compose and construct effective methods of communicating business concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
3	Apply professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required.
4	Illustrate and apply professional and academic skills to create and justify compelling event solutions.

<b>11b</b>	<b>Course Learning Outcomes</b>
	On successful completion of BA (Hons) Event, Venue and Experience Management you will have:
<b>K1</b>	A critical appraisal of key theories, concepts and methods in relation to Event, Venue and Experience (EVE) Management.
<b>K2</b>	An appreciation of contemporary and historical schools of relevant theory, and of the differing methods of analysis that have been, and are, used by EVE managers.
<b>K3</b>	Exhibit a strategic view of events, venues and experiences emphasising the complexity and dynamics of varying contexts.
<b>T1</b>	A capacity to develop and apply your own perspective of event, venue and experience management, to embrace complexity and uncertainty and to offer alternative solutions to a range of contextual situations.
<b>T2</b>	An ability to articulate, communicate and present event, venue and experience concepts to both specialist and non-specialist audiences.
<b>T3</b>	Gain transferable skills through live experiences and, thereby, the potential for progressing in your chosen career.
<b>T4</b>	Exhibit the development and achievement of knowledge, skills, behaviours, attitudes and attributes for successful working in the industry and working with others in a professional manner.

<b>12</b>	<b>Course Requirements</b>
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**12a Level 4:**

***In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):***

Module Code	Module Name	Credit Value
MAN4016	Introduction to Event and Experience Management	20
MAN4033	Managing Teams in the Events Industry	20
MKT4022	Principles of Marketing	20
MAN4032	Introduction to Venue Management	20
MAN4019	Building your Brand	20
ACC4034	Finance for Managers	20

**Level 5:**

***In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):***

Module Code	Module Name	Credit Value
MAN5XXX	Event Technologies and Digital Innovation	20
MAN5XXX	Personal Development as an EVE Manager	20
MAN5XXX	One Planet Issues	20
MAN5XXX	Live Event Experiences	20
MAN5XXX	Methods in Research and Project	20
MAN5XXX	Venue Design and Supply Chain Management	20
<b>Optional Module</b>		
ACC5XXX	ACC5XXX Study Abroad	20

***In order to qualify for the award of BA (Hons) Business Management with Enterprise with Professional Placement Year a student must successfully complete the following module:***

Module Code	Module Name	Credit Value
PLA5XXX	Professional Placement Year	120

**Level 6:**

***In order to complete this course a student must successfully complete all the following CORE modules (totalling 60 credits):***

Module Code	Module Name	Credit Value
MAN6XXX	Managing Emotions in the Event Industry	20
MAN6XXX	Strategic Management	20
MAN6XXX	CSR and Safety in the Events Industry	20

**In order to complete this course a student must choose ONE of the following optional project routes (totalling 40 credits):**

<b>Module Code</b>	<b>Project Routes</b>	<b>Credit Value</b>
BUS6XXX	Business Advice Project (Major)	40
BUS6XXX	Business Research Project (Major)	40
BUS6XXX	Business Start-Up Project (Major)	40
BUS6XXX	Community Advice Project (Major)	40
BUS6XXX	Employability Project (Major)	40
QME6XXX	Economics Research Project (Major)	40
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Research Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Start-Up Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Community Advice Project	20 20

**In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.**

<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>
MAN6XXX	Experiential Customer Marketing	20
MAN6XXX	Operational and Process Improvement in Events	20
MAN6XXX	Legal Contracts and Bidding in Events	20

## 12b Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

### Full Time Course Structure

4	S1	Introduction to Event and Experience Management (20 credits)	Managing Teams in the Events Industry (20 credits)	Principles of Marketing (20 credits)
	S2	Introduction to Venue Management (20 credits)	Building your Brand (20 credits)	Finance for Managers (20 credits)
5	S1	Event Technologies and Digital Innovation (20 credits)	Personal Development as an EVE Manager (20 credits)	One Planet Issues (20 credits)
		Optional International Exchange		
	S2	Live Event Experiences (20 credits)	Methods in Event Research and Project (20 credits)	Venue Design and Supply Chain Management (20 credits)
		Optional International Exchange		
6	S1	Business Project Route (40 credits / 20/20 credits) ( <i>choose one of the routes below</i> )	Managing Emotions in the Event Industry (20 credits)	OPTION
	S2		Strategic Management (20 credits)	CSR and Safety in the Events Industry (20 credits)

#### Level 5 Option

- Study Abroad

#### Level 6 Options

- Experiential Customer Marketing
- Operational and Process Improvement in Events
- Legal Contracts and Bidding in Events

### Full Time With Professional Placement Course Structure

4	S1	Introduction to Event and Experience Management (20 credits)	Managing Teams in the Events Industry (20 credits)	Principles of Marketing (20 credits)
	S2	Introduction to Venue Management (20 credits)	Building your Brand (20 credits)	Finance for Managers (20 credits)
5	S1	Event Technologies and Digital Innovation (20 credits)	Personal Development as an EVE Manager (20 credits)	One Planet Issues (20 credits)
		Optional International Exchange		
	S2	Live Event Experiences (20 credits)	Methods in Event Research and Project (20 credits)	Venue Design and Supply Chain Management (20 credits)
		Optional International Exchange		
Professional Placement Year (120 credits)				
6	S1	Business Project Route (40 credits / 20/20 credits) ( <i>choose one of the routes below</i> )	Managing Emotions in the Event Industry (20 credits)	OPTION
	S2		Strategic Management (20 credits)	CSR and Safety in the Events Industry (20 credits)

#### Level 5 Option

- Study Abroad

#### Level 6 Options

- Experiential Customer Marketing
- Operational and Process Improvement in Events
- Legal Contracts and Bidding in Events

### Part Time Course Structure

Year 1	Semester 1	L4 Introduction to Event and Experience Management (20 credits)	
	Semester 2	L4 Introduction to Venue Management (20 credits)	L4 Finance for Managers (20 credits)
Year 2	Semester 1	L4 Managing Teams in the Events Industry (20 credits)	L4 Principles of Marketing (20 credits)
	Semester 2	L4 Building your Brand (20 Credits)	L5 Venue Design and Supply Chain Management (20 credits)
Year 3	Semester 1	L5 Personal Development as an EVE Manager (20 credits)	L5 Event Technologies and Digital Innovation (20 credits)
	Semester 2	L5 Live Event Experiences (20 credits)	L5 Methods in Event Research and Project (20 credits)
Year 4	Semester 1	L5 One Planet Issues (20 credits)	L6 Managing Emotions in the Event Industry (20 credits)
	Semester 2	L6 CSR and Safety in the Events Industry (20 credits)	L6 Strategic Management (20 credits)
Year 5	Semester 1	Business Project Route (40 credits / 20/20 credits) ( <i>choose one of the routes below</i> )	L6 Option (20 credits)
	Semester 2		



### Project Routes

	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 7
S1	Business Advice Project (Major) (40 credits)	Business Research Project (Major) (40 credits)	Business Start-Up Project (Major) (40 credits)	Community Advice Project (Major) (40 credits)	Employability Project (Major) (40 credits)	Economics Research Project (Major) (40 credits)	Business Research Methodology and Practice (20 credits)
S2							Business Research Project (20 credits) <b>or</b> Business Start-up Project (20 credits) <b>or</b> Community Advice Project (20 credits)

### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 4 Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	204
Private Study	768
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	16%
In-Person	34%

#### Level 5 Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	240
Private Study	744
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	54%
Exam	0

In-Person	46%
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**Level 6**  
**Workload**

**% time spent in timetabled teaching and learning activity**

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	216
Directed Learning	288
Private Study	696
<b>Total Hours</b>	1200

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	50%
Exam	50%
In-Person	0