

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Events Management
2	BCU Course Code	US1458
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	Chartered Management Institute (CMI)

6	Course Description
	<p>Want to study event management in Birmingham? Our BA (Hons) Events 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 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>What's covered in the course? 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 Events Management	6	360
	Bachelor of Arts with Honours Events Management with Professional Placement Year	6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Events Management	4	120
	Diploma of Higher Education Events Management	5	240
	Bachelor of Arts Events Management		

	Bachelor of Arts Events Management with Professional Placement Year	6	300
		6	420

8	Derogation from the University Regulations
	None.

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	3 years
	With Professional Placement Year	City Centre (and placement provider)	4 years
	Part Time	City Centre	5 Years
			Code(s)
			US1458
			US1460
			US1459

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

11a	Course Level Outcomes
	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.
	Level 4 - Theoretical Underpinning
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.
	Level 5 – Professional Practice emphasis
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
	Level 6 – Strategic Focus
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.

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

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12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN4016</td> <td>Introduction to Events Management</td> <td>20</td> </tr> <tr> <td>MAN4040</td> <td>Managing Teams</td> <td>20</td> </tr> <tr> <td>MKT4022</td> <td>Principles of Marketing</td> <td>20</td> </tr> <tr> <td>MAN4032</td> <td>Introduction to Venue Management</td> <td>20</td> </tr> <tr> <td>MKT4024</td> <td>Developing your Personal Brand</td> <td>20</td> </tr> <tr> <td>ACC4034</td> <td>Finance for Managers</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN5065</td> <td>Event Technologies and Digital Innovation</td> <td>20</td> </tr> <tr> <td>MAN5064</td> <td>Personal Development as a Manager</td> <td>20</td> </tr> <tr> <td>MAN5082</td> <td>One Planet Issues</td> <td>20</td> </tr> <tr> <td>MAN5092</td> <td>Live Event Experiences</td> <td>20</td> </tr> <tr> <td>MAN5093</td> <td>Methods in Research and Project</td> <td>20</td> </tr> <tr> <td>MAN5066</td> <td>Venue Design and Supply Chain Management</td> <td>20</td> </tr> <tr> <td colspan="3">Optional Module</td> </tr> <tr> <td>BUS5080</td> <td>Study Abroad</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to qualify for the award of BA (Hons) Event Management with Professional Placement Year a student must successfully complete the following module:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PPY5001</td> <td>Professional Placement Year</td> <td>120</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN6053</td> <td>Managing Emotions in the Events Industry</td> <td>20</td> </tr> <tr> <td>MKT6054</td> <td>Selling and Sales Management</td> <td>20</td> </tr> <tr> <td>MAN6049</td> <td>CSR and Safety in the Events Industry</td> <td>20</td> </tr> <tr> <td>BUS6XXX</td> <td>Business Research Project (Major)</td> <td>40</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	MAN4016	Introduction to Events Management	20	MAN4040	Managing Teams	20	MKT4022	Principles of Marketing	20	MAN4032	Introduction to Venue Management	20	MKT4024	Developing your Personal Brand	20	ACC4034	Finance for Managers	20	Module Code	Module Name	Credit Value	MAN5065	Event Technologies and Digital Innovation	20	MAN5064	Personal Development as a Manager	20	MAN5082	One Planet Issues	20	MAN5092	Live Event Experiences	20	MAN5093	Methods in Research and Project	20	MAN5066	Venue Design and Supply Chain Management	20	Optional Module			BUS5080	Study Abroad	20	Module Code	Module Name	Credit Value	PPY5001	Professional Placement Year	120	Module Code	Module Name	Credit Value	MAN6053	Managing Emotions in the Events Industry	20	MKT6054	Selling and Sales Management	20	MAN6049	CSR and Safety in the Events Industry	20	BUS6XXX	Business Research Project (Major)	40
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In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MKT6048	Creativity, Innovation and Entrepreneurship	20
MAN6077	Operational and Process Improvement in Venues	20
MAN6076	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 Events Management (20 credits)	Developing your Personal Brand (20 credits)	Principles of Marketing (20 credits)
	S2	Introduction to Venue Management (20 credits)	Managing Teams (20 credits)	Finance for Managers (20 credits)
5	S1	Event Technologies and Digital Innovation (20 credits)	Personal Development as a Manager (20 credits)	One Planet Issues (20 credits)
		Optional International Exchange		
	S2	Live Event Experiences (20 credits)	Methods in Research and Project (20 credits)	Venue Design and Supply Chain Management (20 credits)
		Optional International Exchange		
6	S1	Business Research Project (Major) (40 credits)	Managing Emotions in the Events Industry (20 credits)	OPTION
	S2		Selling and Sales Management (20 credits)	CSR and Safety in the Events Industry (20 credits)

Level 5 Option

- Study Abroad

Level 6 Options

- Creativity, Innovation and Entrepreneurship
- Operational and Process Improvement in Venues
- Legal Contracts and Bidding in Events

Full Time With Professional Placement Course Structure

4	S1	Introduction to Events Management (20 credits)	Developing your Personal Brand (20 credits)	Principles of Marketing (20 credits)
	S2	Introduction to Venue Management (20 credits)	Managing Teams (20 credits)	Finance for Managers (20 credits)
5	S1	Event Technologies and Digital Innovation (20 credits)	Personal Development as a Manager (20 credits)	One Planet Issues (20 credits)
		Optional International Exchange		
	S2	Live Event Experiences (20 credits)	Methods in Research and Project (20 credits)	Venue Design and Supply Chain Management (20 credits)
		Optional International Exchange		
Professional Placement Year (120 credits)				
6	S1	Business Research Project (Major) (40 credits)	Managing Emotions in the Events Industry (20 credits)	OPTION
	S2		Selling and Sales Management (20 credits)	CSR and Safety in the Events Industry (20 credits)

Level 5 Option

- Study Abroad

Level 6 Options

- Creativity, Innovation and Entrepreneurship
- Operational and Process Improvement in Venues
- Legal Contracts and Bidding in Events

Part Time Course Structure

Year 1	Semester 1	L4 Introduction to Events Management (20 credits)	
	Semester 2	L4 Introduction to Venue Management (20 credits)	L4 Finance for Managers (20 credits)
Year 2	Semester 1	L4 Developing your Personal Brand (20 credits)	L4 Principles of Marketing (20 credits)
	Semester 2	L4 Managing Teams (20 Credits)	L5 Venue Design and Supply Chain Management (20 credits)
Year 3	Semester 1	L5 Personal Development as a Manager (20 credits)	L5 Event Technologies and Digital Innovation (20 credits)
	Semester 2	L5 Live Event Experiences (20 credits)	L5 Methods in Research and Project (20 credits)
Year 4	Semester 1	L5 One Planet Issues (20 credits)	L6 Managing Emotions in the Events Industry (20 credits)
	Semester 2	L6 CSR and Safety in the Events Industry (20 credits)	L6 Selling and Sales Management (20 credits)
Year 5	Semester 1	Business Research Project (Major) (40 credits)	L6 Option (20 credits)
	Semester 2		

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

19% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	204
Private Study	768
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	63%
Exam	12%
In-Person	25%

Level 5 Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	240
Private Study	744
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	55%
Exam	0
In-Person	45%

Level 6
Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	288
Private Study	696
Total Hours	1200

Balance of Assessment (Core Modules)*

Assessment Mode	Percentage
Coursework	87%
Exam	0
In-Person	13%

***Balance of Assessment may vary depending on optional module choice**