Course Specification

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

6	**Course Description**
	The global events and leisure sector has seen an explosion in growth and career opportunities. From managing large multi-purpose venues to organising individual events, there are plenty of varied and exciting careers to explore. Our BA (Hons) Events Management course and will give you the skills, real-world experience and insights to develop a career in this growing sector. Through immersive learning and exposure to live, real-world clients and projects, this course lets you get hands on experience in designing, preparing and managing events of all sizes. During your studies you'll get to see behind the scenes of large-scale event venues such as the NEC in Birmingham to see how they organise national events including the Crufts dog show. Through a network of industry partners and guest speakers, you will be exposed to the real-world working environment and the challenges and opportunities it presents. Employability is embedded into the course; everything is geared towards preparing you for work in the industry and giving you the skills and knowledge to make you attractive to employers or able to strike out on your own. Through our very own student-led events management agency, Empower, you'll get the chance to work with real-world clients on live events and projects to gain invaluable practical experience. **What's covered in the course?** This course covers every aspect of event management from designing, planning and managing live events to managing venues of all types and sizes. The Technology and Event Production module allows you to get hands-on with the look and feel of your event and venue, covering visual projection, audio and sound design (including music and/or speaker microphones), lighting, AI, drones and interactive multimedia. You'll learn about managing numerous, simultaneous events and resources and also the minute details of individual events.

7	Course Awards		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Arts with Honours Events Management Bachelor of Arts with Honours Events Management with Professional Placement Year	*Level 6* *Level 6*	*360* *480*
7b	**Exit Awards and Credits Awarded**		
	Certificate of Higher Events Management Diploma of Higher Education Events Management Bachelor of Arts Events Management Bachelor of Arts Events Management with Professional Placement Year	*Level 4* *Level 5* *Level 6* *Level 6*	*120* *240* *300* *420*

8	Variation from the University Regulations
	None

9	Delivery Patterns		
Mode(s) of Study	**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full Time	City Centre	3 years	US1458
With Professional Placement Year	City Centre (and placement provider)	4 years	US1460
Part Time	City Centre	6 years	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.

11	Course Aims
	- Provide industry aligned learning with employability embedded at every level within every module - Deliver a combination of both creative and operational modules which feed directly into industry - Emphasise experience and industry opportunities - Assess learning through industry focused, engaging and employability led assessments

12	Course Learning Outcomes
	On successful completion of BA(Hons) Events Management, you will have:
Knowledge and Understanding	
1	Develop a critical understanding of key theories, concepts and real-world examples in relation to both the Events Industry and Business as a whole
2	Gain an appreciation of how to apply contemporary and historical schools of relevant theory, practice and methods of strategic analysis used within the event industry

3	Establish a strategic and sustainable view of events management which is inclusive and representative of current global contexts
Skills and other attributes	
4	Employ critical thinking skills, to embrace complexity and uncertainty to confidently offer dynamic solutions in a range of contextual situations
5	Compose and construct effective methods to communicate and present concepts to both specialist and non-specialist audiences.
6	Expand on a range of employability skills which are transferable, relevant and critical for career progression
7	Develop a portfolio of skills relevant to the current global environment, including digital skills, entrepreneurial thinking and global citizenship

13	**Level Learning Outcomes**
	Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:
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 events industry.
3	Ability to begin to use knowledge to build potential solutions to problems
	Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:
1	Utilise a range of contemporary management strategies within critical event contexts
2	Execute contemporary 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 set problems
4	Effectively communicate and present information, arguments and analysis in a variety of forms
	Upon completion of 60 credits at Level 6 / the bachelor's degree, students will be able to:
1	Utilise business, management and event knowledge and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain events industry
2	Compose and construct effective methods of communicating business concepts and solutions, 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 and contemporary event solutions

14	**Course Learning, Teaching and Assessment Strategy**
	The Event Management course aligns to the college mission to '…*inspire creativity and innovative mindsets that provides sustainable solutions to communities and the wider* world' and its vision to embed digital, entrepreneurial, and employability skills and experiential learning in our curriculum. The course also aligns to the university strategy 2030 strategic pillars of (1) developing talent for tomorrow by providing students studying on the course with transformative, inspiring and inclusive educational experience that equips them with the skills they need to be successful, and (2) powering prosperity by working in with our local and regional businesses and by leveraging on STEAM house to drive innovation, growth and productivity. At the heart of the BA (Hons) Events Management degree, is experiential learning to create inspiring, creative and innovative mindsets within our graduates. As such experiential learning has

	been embedded in all levels of the course. At level 4, students will begin their degree journey with the Event Skills module where students will have practical sessions each week which will build the skills needed to work on the events floor and quality check at a management level (e.g. cocktail making, menu design, customer service, promotional design). This is followed by Creative Events in semester 2 where students will pitch a new event concept to a live client. At level 5, students will participate in several experiences with venues around Birmingham and assessments will include live client pitches, marketing videos and production plans. Students will also be given the opportunity to get 'hands on' within the Event Technology and production module to experience real world product at a venue. At level 6, all students will participate in a 'live' crisis simulation to experience an event crisis to test their management responses. Depending on their optional choices students will also experience live clients, real-world case studies and site visits. Where possible, industry will be invited into the classroom and students will be taken to venues. Furthermore, volunteering within the industry will be strongly encouraged and where possible live clients will be integrated to ensure authentic assessment and build student networks.

15	**Course Requirements**

15a

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
MAN4049	Introduction to Data Analytics and AI	20
MKT4030	Marketing Principles and Practice	20
MAN4046	Event Skills	20
BUS4095	Entrepreneurial Thinking	20
FIN4034	Finance for Managers	20
MAN4045	Creative Events	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):

Module Code	Module Name	Credit Value
MAN5017	Event Design and Venue Operations	20
MAN5110	Sustainable Supplier Networks for Events	20
MAN5093	Methods in Research and Project	20
MAN5092	Live Event Experiences	20

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MAN5103	Event Technology and Production	20
MAN5108	Data Analytics and AI in Practice	20

BUS5090	Entrepreneurial Feasibility	20
MKT5058	Social Media Marketing and Commerce	20
MKT5052	Advertising and PR - Principles and Practice	20

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):

Module Code	Module Name	Credit Value
BUS6083	Management Project	40
MAN6053	Managing Emotions in the Events Industry	20
MAN6079	Crisis Management and Security	20

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MAN6084	Practical Application of AI in Business	20
MAN6073	Strategic Management	20
MAN6081	Tourism and Competitive Socialisation	20
BUS6086	Business Models for Digital Economy	20
MAN5080	Event Bidding and Legal Contracts	20
MKT6061	Sales and Channel Management	20

15b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 4

SEMESTER ONE	SEMESTER TWO
Core MAN4049: Introduction to Data Analytics and AI (20 credits) MKT4030: Marketing Principles and Practice (20 credits) MAN4046 Event Skills (20 credits)	Core BUS4095: Entrepreneurial Thinking (20 credits) ACC4034: Finance for Managers (20 credits) MAN4045 Creative Events (20 credits)

Level 5

Core MAN5103: Event Design and Venue Operations (20 credits) MAN5110: Sustainable Supplier Networks for Events (20 credits)	Core MAN5093: Methods in Research and Project (20 credits) MAN5092: Live Event Experiences (20 credits)
Optional MAN5108: Data Analytics and AI in Practice (20 credits) MKT5108: Social Media Marketing and Commerce (20 credits) MKT5052: Advertising PR - Principles and Practice (20 credits)	Optional BUS5090: Entrepreneurial Feasibility (20 credits) MAN5103: Event Technology and Production (20 credits)

Level 6

Core BUS6083: Management Project (40 credits) MAN6053: Managing Emotions in the Events Industry	Core BUS6083: Management Project (40 credits) MAN6079: Crisis Management and Security (20 credits)
Optional MAN6084: Practical Application of AI in Business (20 credits) MAN6081: Tourism and Competitive Socialisation (20 credits) MAN6080: Event Bidding and Legal Contracts	Optional BUS6086: Business Models for Digital Economy (20 credits) MKT6061: Sales and Channel Management (20 credits) MAN6073: Strategic Management (20 credits)

16 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

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	67%
Exam	14%
In-Person	19%

Level 5

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

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

* Core modules only, balance of assessment will vary depending on optional module choice

Level 6

Workload

17% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	198
Directed Learning	252
Private Study	750
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	75%
Exam	0
In-Person	25%

* Core modules only, balance of assessment will vary depending on optional module choice