

KEY PROGRAMME INFORMATION

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| Originating institution(s) Bournemouth University | Faculty responsible for the programme Bournemouth University Business School |
| Final award(s), title(s) and credits BA (Hons) Events Management 360 credits (180 ECTS) | |
| Intermediate award(s), title(s) and credits Dip HE Events Management 240 credits (120 ECTS) Cert HE Events Management 120 credits (60 ECTS) | |
| UCAS Programme Code(s) (where applicable and if known) N820 | HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100083 major part / 100079/ 100075 |
| External reference points QAA Chapter 1: The National Level (incorporating the Framework for Higher Education Qualifications (FHEQ)); QAA Subject Benchmark Statements (HLST) General Business and Management 2015 Events, Hospitality, Leisure, Sport and Tourism 2016 Chartered Management Institute 21st Century Leaders Report February 2018 Chartered Management Institute Framing the Future, Boosting employability & productivity April 2017 Chartered Association of Business Schools Rethinking Business education for the Future 2017 JISC What makes a successful learner July 2016 | |
| Professional, Statutory and Regulatory Body (PSRB) links Chartered Institute of Marketing Chartered Management Institute APM - Association for Project Management | |
| Places of delivery Bournemouth University (Talbot Campus) | |
| Mode(s) of delivery Full-time sandwich (with placement) | Language of delivery English |
| Typical duration 4 years (including placement year) | |
| Date of first intake September 2019 | Expected start dates September |
| Maximum student numbers 150 | Placements Minimum 30 weeks compulsory between Level 5 and 6 (Level P). Placement support offered by department plus placement recruitment fairs. Option for students to submit own placement provider subject to confirmation by the programme team of suitability. |
| Partner(s) Not applicable | Partnership model Not applicable |
| Date of this Programme Specification April 2022 | |
| Version number v1.7-0923 | |
| Approval, review or modification reference numbers E2017183 BU 1819 01, approved 14/11/2018, previously v1.0-0919 and FM1819 10, approved 14/01/2019 and EC1819 06 FM1920 02, approved 13/11/2019, previously v1.1-0920 | |

FM1920 22, approved 27/07/2020, previously v1.2
EC2021 01, BU2020/21 01, approved 16/10/2020, previously v1.3
BUBS2122 02 approved 17/11/2021, and BUBS2122 04 approved 17/11/2021 previously v1.4
BUBS2122 14, approved 21/01/2022, previously v1.5
BUBS2122 15, approved 02/02/2022, previously v1.6
EC2122 27, approved 19/04/2022

Author

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Programme Specification - Section 2

PROGRAMME STRUCTURE

| Programme Award and Title: BA(Hons) Events Management | | | | | | | | | |
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| Year 1/Level 4 Students are required to complete 6 core units. | | | | | | | | | |
| Unit Name | Core/ Option | No of credits | Assessment Element Weightings | | | Expected contact hours per unit | Unit version no. | HECoS code(s) | |
| | | | Exam 1 | Cwk 1 | Cwk 2 | | | HECoS Subject Code and % | HECoSS subject Code and % |
| Event Business | C | 20 | | 50 | 50 | 39 | 1.1 | 100079 40% | 100083 60% |
| Economics for Event Professionals | C | 20 | | 30 | 70 | 39 | 1.1 | 100083 66% | 100079 34% |
| Event and Experience Marketing | C | 20 | | 30 | 70 | 39 | 1.1 | 100075 100% | |
| Event Design | C | 20 | | 40 | 60 | 39 | 1.1 | 100083 100% | |
| Creativity and Innovation | C | 20 | | 60 | 40 | 39 | 1.2 | 100083 100% | |
| Critical Studies in Events | C | 20 | | 50 | 50 | 39 | 1.1 | 100083 90% | 100079 10% |
| Progression requirements: Requires 120 credits at Level 4. Exit qualification: Cert HE Events Management (requires 120 credits at Level 4) | | | | | | | | | |

| Year 2/Level 5 Students are required to complete 6 core units. | | | | | | | | | |
|--|-----------------|------------------|----------------------------------|----------|----------|--|------------------------|-----------------------------------|-----------------------------------|
| Unit Name | Core/ Option | No of credits | Assessment Element Weightings | | | Expected contact hours per unit | Unit version no. | HECoS code(s) | |
| | | | Exam 1 | Cwk 1 | Cwk 2 | | | HECoS Subject Code and % | HECoS Subject Code and % |
| Consumer Psychology for Events | C | 20 | | 50 | 50 | 39 | 1.1 | 100083 100% | |
| Professional Development and Workplace Dynamics | C | 20 | | 50 | 50 | 39 | 1.1 | 100083 80% | 100079 20% |
| Financial Appraisal for Business | C | 20 | | 20 | 80 | 39 | 1.2 | 103083 50% | 100079 50% |
| Live Event Development and Delivery | C | 20 | | 50 | 50 | 39 | 1.1 | 100083 100% | |
| Sustainable Project Management | C | 20 | | 40 | 60 | 39 | 1.1 | 100083 100% | |
| Digital Marketing Communications | C | 20 | | 50 | 50 | 39 | 1.1 | 100075 100% | |
| Progression requirements: Requires 120 credits at Level 5. Exit qualification: Dip HE Events Management (requires 120 credits at Level 4 and 120 credits at Level 5). | | | | | | | | | |

Programme Specification - Section 2

Year 3/Level P – Compulsory placement year in industry/business

Exemption is possible for those who have worked in industry/business at a relevant level – subject to approval from APL Board

Progression requirements: Satisfactory completion of a minimum 30-week placement in industry/business

Year 3/4/Level 6

Students are required to complete 2 core units, Dissertation, plus Strategy and Leadership, and choose 3 optional units.

| Unit Name | Core/ Option | No of credits | Assessment Element Weightings | | | Expected contact hours per unit | Unit version no. | HECoS code(s) | |
|--|-----------------|------------------|----------------------------------|----------|----------|--|------------------------|-----------------------------------|-----------------------------------|
| | | | Exam 1 | Cwk 1 | Cwk 2 | | | HECoS Subject Code and % | HECoS Subject Code and % |
| Final Year Project (Event Management) | C | 40 | | 100 | | 30 | 1.1 | 100083 100% | |
| Strategy and Leadership | C | 20 | | 50 | 50 | 39 | 1.1 | 100083 100% | |
| Financial Management | O | 20 | | 100 | | 39 | 1.0 | 100107 90% | 100079 10% |
| Small Business Management | O | 20 | | 100 | | 39 | 1.2 | 100083 70% | 101221 30% |
| Future of Events and Technology | O | 20 | | 40 | 60 | 39 | 1.1 | 100083 100% | |
| Community, Events Sports and the Third Sector (UG) | O | 20 | | 60 | 40 | 39 | 1.1 | 100083 50% | 100097 50% |
| Event Engagement | O | 20 | | 40 | 60 | 39 | 1.1 | 100083 100% | |
| Food, Culture and Travel | O | 20 | | 60 | 40 | 39 | 1.2 | 100875 100% | |
| Tourism and Hospitality Design | O | 20 | | 100 | | 39 | 1.2 | 100891 100% | |
| Managing Crises and Disasters | O | 20 | | 100 | | 39 | 1.3 | 100875 70% | 100079 30% |
| Digital Marketing | O | 20 | | 70 | 30 | 40 | 1.0 | 100075 100% | |
| Visitor Attractions Management | O | 20 | | 100 | | 39 | 1.2 | 100875 90% | 100079 10% |
| Applied Sport Marketing | O | 20 | | 100 | | 36 | 1.0 | 100075 100% | |
| International Event Management | O | 20 | | 40 | 60 | 39 | 1.1 | 100083 70% | 100079 30% |
| Fashion Business | O | 20 | | 100 | | 40 | 1.0 | 100075 100% | |
| Sport Tourism | O | 20 | | 100 | | 36 | 1.0 | 100097 100% | - |

Exit qualification: BA (Hons) Events Management

Full-time Sandwich UG award: Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a placement year.

AIMS OF THE DOCUMENT

The aims of this document are to:

- Present the background to the BA (Hons) Events Management
- Define the structure of the BA (Hons) Events Management
- Identify the programme and the level learning outcomes
- Articulate the regulations governing the BA (Hons) Events Management award

AIMS OF THE PROGRAMME

This programme is located within the BU Business School and provides a programme which is both professional and contributes to the strategic plan of Bournemouth University. The programme is designed to provide the opportunity for students to acquire an academically rigorous education in the events management field, whilst at the same time developing professional, intellectual and inter-personal skills.

This programme will produce graduates who have developed the skills employers are seeking, including inter-personal, communication and information technology skills. This matches recent studies that identify the changing skills base of the professions that suggest employers are increasingly looking for the 'softer' skills of communication, general management and technological adeptness. The Chartered Management Institute have published their 21st Century Leaders Report (Feb 2018), which states that the top five skills employers want from 21st century leaders are: taking responsibility; people management skills; honest & ethical approaches; problem solving & critical analysis; collaboration & team working. This programme meets these in the following ways through its aim to develop critically informed, agile and resourceful graduates who:

1. Demonstrate a systematic understanding of the principles and methods of working informed by current research and industry best practice that are appropriate to the event industry.
2. Deploy established techniques of analysis and critical enquiry to evaluate the complexity of the global nature of the events industry.
3. Demonstrate conceptual understanding of current research and industry best practice in order to solve problems, make decisions and develop innovative solutions appropriate to the challenges of the event industry.
4. Have an appreciation of the uncertainty, ambiguity and limits of knowledge within the complex and evolving event industry.
5. Demonstrate an ability to critically evaluate arguments, assumptions, abstract concepts and data to address contemporary societal challenges, including at the level of the local and global, and to include social policy agendas.
6. Are self-reliant, self-disciplined learners capable of using scholarly materials and primary sources appropriate to working in an interdisciplinary environment.
7. Demonstrate an ability to communicate ideas, problems and solutions across different media to specialist and non-specialist audiences.
8. Are able to manage their personal career development and lifelong learning to meet the challenges presented by a career in a national or international environment appropriate to the event industry.
9. Have developed analytical techniques and problem-solving skills that can be applied in many types of employment.

This is a full time sandwich programme that aims to give students a thorough understanding of the events industry as well as the managerial perspective on running events organisations. This programme addresses the industry's needs for graduates with the knowledge, skills and competencies to take up a variety of roles within the events industry and related sectors.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

Programme Specification - Section 2

Bournemouth University's vision states: "We are recognized world-wide as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice".

The university's strategic plan is set out in the document 'BU 2025'.

We have established our distinctive Fusion culture and communities

A1: We have a worldwide reputation for our distinctive co-created Fusion approach

A2: Our vibrant Fusion communities are collaborative, inclusive and resilient and connected world-wide

A3: The BU learning experience is personalised, inter-disciplinary and consistently excellent

Our students and staff thrive through Fusion

B1: We attract and develop students and staff who thrive as lifelong learners through Fusion

B2: Staff lead in their disciplines and professions and as members of high performing teams

B3: We have a diverse and inclusive environment that enables achievement for all

We are a catalyst for sustainable social, environmental and economic growth and development

C1: We are a catalyst for impact by advancing knowledge, creativity and innovation

C2: We drive social and economic growth and development through our staff, students and graduates

C3: We support the development of the region and lead thinking on sustainability

We enrich society by having a significant impact on challenges world-wide

D1: Through Fusion we have a positive impact world-wide on the challenges facing society

D2: Staff, students and graduates enrich society as active citizens in their communities

D3: Our worldwide partnerships strengthen our shared impact

The BA (Hons) Events Management degree is aligned with the strategic plan in the following ways:

- It seeks to fuse education, with the research and professional practice experience of the teaching team (A1 & A2);
- It involves partnerships with the events industry at a local, regional and national level with strong emphasis and influence on the sustainability agenda (C3);
- It has a strong international focus in the range of case studies used in teaching; in the opportunities for student placements; in the opportunity to study abroad; and in the opportunity for dissertation research. Students will therefore gain a global perspective and understand events as global citizens (D2);
- The curriculum is underpinned by the established international excellence of the Department of Events & Leisure (B2);
- The curriculum includes opportunities for real-world learning opportunities (in the form of guest speakers, field visits and the opportunity to undertake a work placement) (A2 & A3);
- The programme prepares students with the skills and experience to meet the changing demands of the workplace & society (C1 C2 & C3) and will enable students to develop high-level graduate skills (B1 & D2);
- The programme seeks to inspire students to make a difference to the world and in particular an inclusive and diverse 21st century (C3 & D1).

Programme Specification - Section 2

The BA (Hons) Events Management programme is underpinned by the BU values of *excellence* (in teaching, research and professional practice); *inclusivity* (enabling fair access, equality and diversity in an inclusive and welcoming community); *creativity* (cultivating an enquiring spirit, creative approaches and innovation, and taking advantage of opportunities to learn from other cultures and societies); and *responsibility* (a commitment to ethics and sustainability in the teaching of events management).

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

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| A: Subject knowledge and understanding This programme provides opportunities for students to develop and demonstrate critical knowledge and understanding of: | The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes: |
| A1 Events organisations, their external environment and how they are managed; A2 Concepts, theories and practices relevant to events management informed by research and professional practice in the field; A3 How events organisations approach and/or impact on contemporary societal challenges; | Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none">• lectures (A1-A7)• seminars (A1-A7)• directed reading (A1-A7)• blended learning (A1-A7)• peer learning (A1, A2, A3)• independent research (for dissertation) (A2, A5, A6) |

Programme Specification - Section 2

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| <p>A4 The moral, ethical, legal, and environmental issues underpinning good management practice in an international context;</p> <p>A5 Working within a multi and inter disciplinary approach to study;</p> <p>A6 The application of core management disciplines and methods of working;</p> <p>A7 Planning, designing and executing practical activities using appropriate techniques and procedures.</p> | <ul style="list-style-type: none"> • field study (A1-A7) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (A1-A7) • essays (A1-A7) • reports (A1-A7) • presentations (A2-A6) • oral presentation (A1, A2, A5, A6) • Final year project (A1-A7) |
| <p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p> |
| <p>B1 Critically evaluate arguments, assumptions, concepts and data by using supporting evidence in order to make judgments/decisions and to construct appropriate approaches to achieve a solution to a problem;</p> <p>B2 Devise and sustain arguments to solve problems, both familiar and unfamiliar, through use of ideas and techniques current in the study of events, eg finance, economics, psychology, sociology;</p> <p>B3 Analyse and critically appraise existing sources relevant to events management and to adopt current theories and techniques to solve problems and to make recommendations;</p> <p>B4 Critically apply knowledge to a range of familiar and unfamiliar situations in events management;</p> <p>B5 Carry out research that involves identifying and applying appropriate research methods and techniques, and to execute suitable analysis of collected data.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B2, B3) • seminars (B1-B5) • directed reading (B1–B5) • blended learning (B1-B5) • independent research (for final year project) (B1-B5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (B1, B2, B3) • essays (B1-B5) • reports (B1-B5) • presentations (B1-B5) • Final year project (B1-B5) |
| <p>C: Practical skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p> |
| <p>C1 Critically evaluate, apply and utilize techniques and practice in strategic and operations management, and to demonstrate a critical understanding of management and business issues particular to events management;</p> <p>C2 Demonstrate confidence and competence in the use of information technologies, including working effectively in an online environment;</p> <p>C3 Conduct research into business, management and societal issues, either individually or as part of a team</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1) • seminars (C1-C5) • directed reading (C1, C3) • blended learning (C1-C5) • independent research (for dissertation) (C1, C3, C4) • field study (C1, C3, C4, C5) |

Programme Specification - Section 2

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| <p>and to identify trends, opportunities and innovations at corporate and events industry level with a view to be able to manage necessary change required;</p> <p>C4 Use appropriate skills to communicate effectively in business situations including preparing and presenting business reports, verbally and electronically;</p> <p>C5 Demonstrate a sound understanding of the core events business disciplines and apply these in a practical context through planning, designing and executing practical event activities using appropriate techniques and procedures;</p> <p>C6 Identify and respond appropriately to the key drivers that prevails within the 21st century events industry in relation to its principal stakeholders, and in relation to sustainability, ethics, diversity, inclusivity and similar global agendas.</p> | <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (C1, C5, C6) • essays (C1-C6) • reports (C1-C6) • presentations (C2, C5, C6) • Final year project (C1-C6) |
| <p>D: Transferable skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p> |
| <p>D1 Communicate effectively and with confidence by oral, written and visual means;</p> <p>D2 Demonstrate competence in a range of IT skills in order to operate comfortably in a working environment within a events management context;</p> <p>D3 Analyse numerical information within the context of the events industry using appropriate techniques in order to make informed judgements and solve problems;</p> <p>D4 Work successfully in collaboration with others, adopting a leadership role where and when appropriate;</p> <p>D5 Plan and manage continued personal and professional learning by setting appropriate and achievable goals;</p> <p>D6 Demonstrate competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development;</p> <p>D7 Demonstrate creativity in problem solving across the discipline area.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D6) • seminars (D1-D6) • directed reading (D1, D3) • blended learning (D1-D6) • peer learning (D1, D2, D4) • independent research (for final year project) (D1, D2, D3, D6) • field study (D1, D2, D3, D4, D6) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (D1) • essays (D1-D6) • reports (D1-D6) • presentations (D1-D4) • Final year project (D1, D2, D3, D6) |

LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

Programme Specification - Section 2

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| <p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p> |
| <p>A1 Events organisations, their external environment and how they are managed;</p> <p>A2 Concepts, theories and practices relevant to events management that are informed by research and professional practice in the field;</p> <p>A3 How events organisations approach and/or impact on contemporary societal challenges;</p> <p>A4 The moral, ethical, legal, and environmental issues underpinning good quality management practice;</p> <p>A5 Working within a multi and inter disciplinary approach to study;</p> <p>A6 The core management disciplines and methods of working and apply them to the events industry context;</p> <p>A7 Planning, designing and executing practical activities using appropriate techniques and procedures.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1-A7) • seminars (A1-A7) • directed reading (A1-A7) • blended learning (A1-A5) • peer learning (A2) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (A1-A7) • essays (A1-A7) • reports (A1-A7) • presentations (A2-A4) |
| <p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p> |
| <p>B1 Develop arguments based on existing concepts and data in order to make informed decisions relevant to events management;</p> <p>B2 Solve familiar problems using ideas and techniques current within the fields of study associated with events, e.g. finance, economics, psychology, sociology</p> <p>B3 Identify and evaluate relevant to events management to solve problems, using current theories and techniques in the events context;</p> <p>B4 Apply appropriate knowledge to a range of situations and contexts in events management including at the abstract level;</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B2, B3) • seminars (B1-B4) • directed reading (B1, B3) • blended learning (B1-B4) • field study (B1, B2, B3) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (B1, B3) • essays (B1-B4) • reports (B1-B4) • presentations (B1-B4) |
| <p>C: Practical skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p> |

Programme Specification - Section 2

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| <p>C1 Apply techniques and practices in events project management;</p> <p>C2 Demonstrate competence in the use of information technologies, including working effectively in an online environment;</p> <p>C3 Conduct research into business and management issues, either individually or as part of a team;</p> <p>C4 Prepare and present business reports/ business plans ;</p> <p>C5 Use appropriate skills to communicate effectively in business situations, including in the employment context;</p> <p>C6 Accept responsibility and accountability within broad parameters for achieving desirable personal and/or group outcomes in the planning and management of events;</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1) • seminars (C1-C6) • directed reading (C1, C3) • blended learning (C1-C6) • peer learning (C3) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (C1) • essays (C1-C6) • reports (C1-C6) • presentations (C2, C5) |
| <p>D: Transferable skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p> |
| <p>D1 Communicate effectively by oral, written and visual means;</p> <p>D2 Demonstrate competence in a range of IT skills in order to operate in a working environment within a management context;</p> <p>D3 Analyse effectively numerical information within the context of their industry using appropriate techniques in order to make judgements and solve problems;</p> <p>D4 Work successfully in collaboration with others, adopting a leadership role where and when appropriate;</p> <p>D5 Plan and manage continued personal and professional learning by setting appropriate and achievable goals, including career and professional opportunities.</p> <p>D6 Be reflective learners and be able to analyse personal strengths and weaknesses;</p> <p>D7 Apply creativity to problem solving</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D1, D3, D7) • seminars (D1-D7) • directed reading (D1, D3, D7) • blended learning(D1-D7) • peer learning (D4) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (D1) • essays (D1-D7) • reports (D1-D7) • presentations (D1-D4, D7) |

LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

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| <p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p> |
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| <p>A1 A factual and conceptual knowledge base of events management within the broader micro and macro-economic environment</p> <p>A2 Key concepts, theories and practices in events management within the commercial, public and third sectors including generating and using business data and defined techniques</p> <p>A3 Cultural and social factors affecting events on an international scale</p> <p>A4 Relevant multi-disciplinary theories and concepts within an events context</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> lectures (A1-A4) seminars (A1-A4) directed reading (A1-A4) blended learning (A1-A3) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> examinations (A1-A4) essays (A1-A4) reports (A1-A4) presentations (A1-A3) |
| <p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p> |
| <p>B1 Discuss concepts and data with the use of supporting evidence in order to make suggestions on issues relevant to events operations; including discussing ethical and sustainability agendas as they apply to the events industry.</p> <p>B2 Identify and use academic and industry sources relevant to events management;</p> <p>B3 Recognise the wider economic and social context within which the events industry operates</p> <p>B4 Acquire independent reading, learning and investigative strategies to develop a rigorous approach to the acquisition of a broad knowledge applied to the field of event's;</p> <p>B5 Employ a range of specialized skills appropriate to the subject and the level of study; communicate and support results of enquiry accurately and reliably, and with a structured and coherent argument;</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> lectures (B1-B4) seminars (B1-B5) directed reading (B1, B3) blended learning (B1-B5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> examinations (B1, B3) essays (B1-B5) reports (B1-B5) presentations (B1-B5) |
| <p>C: Practical skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p> |
| <p>C1 Understand and apply relevant theories, concepts and principles to the field of event management;</p> <p>C2 Develop skills (including problem solving skills) and competence in the use of information technologies, including working effectively in an online environment;</p> <p>C3 Conduct research into business and management issues, either individually or as part of a team;</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> lectures (C1, C5) seminars (C1-C5) directed reading (C1, C3) blended learning (C1-C5) |

Programme Specification - Section 2

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|--|---|
| <p>C4 Use appropriate skills to effectively communicate verbally and in writing in business situations.</p> <p>C5 Evaluate organisational issues in the context of private, public and third sectors as they apply to the event industry;</p> | <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (C1) • essays (C1-C5) • reports (C1-C5) • presentations (C2, C4, C5) |
| <p>D: Transferable skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p> |
| <p>D1 Communicate effectively by oral, written and visual means; begin to develop the skills necessary to be independent and reflective learners.</p> <p>D2 Develop competence in a range of IT skills in order to operate in a working environment within a management context;</p> <p>D3 Develop presentation, spreadsheet and word-processing applications; through oral, written and visual means;</p> <p>D4 Work successfully in collaboration with others;</p> <p>D5 Plan and manage independent learning;</p> <p>D6 Understand creativity as a problem solving skill.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D3) • seminars (D1-D5) • directed reading (D1, D3) • blended learning (D1-D5) • peer learning (D4) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (D1, D3) • essays (D1-D5) • reports (D1-D5) • presentations (D1-D4, D6) |

ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Admission Regulations.

The Standard Undergraduate Admission Regulations are available within section 3.1 of the *ARPP* on the BU website, and the appropriate link is included below:

<https://intranetsp.bournemouth.ac.uk/pandptest/3a-undergraduate-admissions-regulations.doc>

Applicants whose first language is not English must offer evidence of qualifications in written and spoken English. Acceptable qualifications are: IELTS (academic) 6.0 (with a minimum of 5.5 in each of four categories) or direct equivalent.

PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria may apply. Please see the Recognition Register for a full list of approved Recognition arrangements and agreed entry criteria:

https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations.

The University's Standard Assessment Regulations are available within section 6.1 of the *ARPP* on the BU website, and the appropriate link is included below:

[https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate%20\(2\).docx](https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate%20(2).docx)

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

It is a requirement for this full time sandwich undergraduate degree programme to incorporate a one-year (30 week) placement, as a compulsory element. As part of the BA (Hons) Events Management degree programme placements occur during Year 3 (between Levels 5 and 6). Successful completion of the placement is required for progression to Level 6. Those students who successfully complete the placement will be eligible for the award of full time sandwich degree.

Programme Specification - Section 2

Programme Skills Matrix

| Units | | Programme Intended Learning Outcomes | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|--------------------------------------|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|--|
| | | A1 | A2 | A3 | A4 | A5 | A6 | A7 | B1 | B2 | B3 | B4 | B5 | C1 | C2 | C3 | C4 | C5 | C6 | D1 | D2 | D3 | D4 | D5 | D6 | D7 | | |
| L E V E L 6 | Final Year Project (Event Management) | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | | x | x | x | x | | x | x | x | x | |
| | Strategy and Leadership | x | | x | x | x | x | | x | x | x | x | | x | x | x | x | | x | x | | | x | x | x | x | | |
| | Financial Management | x | | | x | | x | x | x | x | x | x | x | x | x | x | x | | x | x | x | x | | x | x | | | |
| | Small Business Management | x | | | x | | x | x | x | x | x | x | | x | x | x | x | | x | x | | x | x | x | x | x | | |
| | Future of Events and Technology | x | x | | x | x | | x | x | x | x | x | x | x | x | x | | x | x | x | | | x | x | x | x | | |
| | Event Engagement | | x | | | x | | x | x | | x | x | x | | x | x | | x | x | x | | | x | x | x | x | | |
| | International Events Management | x | x | x | | | | x | | x | x | x | | x | x | x | x | x | x | x | x | | x | x | x | | | |
| | Community, Events, Sports and the Third Sector (UG) | x | | x | x | x | | | x | x | x | x | x | | x | x | x | | x | x | | | | x | X | x | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Managing Crisis and Disasters | | | x | x | x | x | | x | x | x | x | | x | x | | x | | x | x | | | x | x | X | | | |
| | Food Culture and Travel | | x | | x | x | | | x | x | | x | | | X | | | | x | x | | | | x | x | | | |
| | Tourism and Hospitality Design | | x | | | x | | | | x | | x | | | X | | | | x | x | | | | x | x | x | | |
| | Applied Sport Marketing | | x | | | | x | | x | x | | x | | | X | | | | x | x | | | | x | x | | | |
| | Sport Tourism | | x | | | x | x | | x | x | | x | | | X | | | | x | | | | | | x | x | | |
| Visitor Attractions Management | | x | | | x | x | x | x | x | | x | | | x | x | x | | | x | x | | | | x | x | | | |
| Digital Marketing | | x | | | x | x | | | x | | x | | | x | | | | x | x | | | x | x | x | x | | | |
| Fashion Business | | x | | x | x | x | | x | x | | x | | | x | | | | x | x | x | | | | x | x | X | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| L E V E L 5 | Consumer Psychology for Events | | x | | x | x | | | | x | x | x | | | x | | | | x | x | | | | | x | X | | |
| | Professional Development and Workplace Dynamics | | | x | x | | x | x | x | x | x | x | | x | x | | | | x | x | | | | | x | x | | |
| | Financial Appraisal for Business | x | x | | | | x | x | x | x | x | x | | x | x | x | x | | x | x | x | x | | x | X | | | |
| | Sustainable Project Management | x | x | x | x | | x | x | x | x | x | x | | x | x | x | x | x | | x | | | x | x | x | x | | |
| | Live Event Development and Delivery | x | x | x | | | | x | x | | x | x | | x | x | x | | x | x | x | | | x | x | x | x | | |
| | Digital Marketing Communications | x | x | | | | | x | | x | x | x | | | x | x | x | x | x | x | x | | x | x | x | x | | |
| L E V E L 4 | Event Business | x | x | x | x | x | x | x | x | x | x | x | | x | x | | x | | x | x | x | x | | x | x | | | |
| | Economics for Event Professionals | x | x | x | x | | x | | x | x | x | x | | x | x | | | | x | x | x | x | | | x | | | |
| | Event and Experience Marketing | | x | | | x | x | x | | x | x | x | | | x | x | x | x | x | x | | | x | x | x | X | | |
| | Event Design | x | x | | | | | x | x | x | x | x | | | x | x | | x | x | x | x | | x | x | x | X | | |
| | Creativity and Innovation | x | x | | | x | | x | x | x | x | x | | | x | x | | x | x | x | x | | x | x | x | x | | |
| 4 | Critical Studies in Events | x | x | x | x | x | | | x | x | x | x | x | | x | | | | x | x | x | | | x | x | | | |
| A – Subject Knowledge and Understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of: | | | | | | | | | C – Subject-specific/Practical Skills This programme provides opportunities for students to: | | | | | | | | | | | | | | | | | | | |

Programme Specification - Section 2

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| <p>A1 Events organisations, their external environment and how they are managed;</p> <p>A2 Concepts, theories and practices relevant to events management informed by research and professional practice in the field;</p> <p>A3 How events organisations approach and/or impact on contemporary societal challenges;</p> <p>A4 The moral, ethical, legal, and environmental issues underpinning good management practice in an international context;</p> <p>A5 Working within a multi and inter disciplinary approach to study;</p> <p>A6 The application of core management disciplines and methods of working;</p> <p>A7 Planning, designing and executing practical activities using appropriate techniques and procedures.</p> | <p>C1 Critically evaluate, apply and utilize techniques and practice in strategic and operations management and to demonstrate a critical understanding of management and business issues particular to events management;</p> <p>C2 Demonstrate confidence and competence in the use of information technologies, including working effectively in an online environment;</p> <p>C3 Conduct research into business, management and societal issues, either individually or as part of a team and to identify trends, opportunities and innovations at corporate and events industry level with a view to be able to manage necessary change required;</p> <p>C4 Use appropriate skills to communicate effectively in business situations including preparing and presenting business reports, verbally and electronically;</p> <p>C5 Demonstrate a sound understanding of the core events business disciplines and apply these in a practical context through planning, designing and executing practical event activities using appropriate techniques and procedures;</p> <p>C6 Identify and respond appropriately to the key drivers that prevails within the 21st century events industry in relation to its principal stakeholders, and in relation to sustainability, ethics, diversity, inclusivity and similar global agendas.</p> |
| <p>B – Intellectual Skills This programme provides opportunities for students to:</p> <p>B1 Critically evaluate arguments, assumptions, concepts and data by using supporting evidence in order to make judgments/decisions and to construct appropriate approaches to achieve a solution to a problem;</p> <p>B2 Devise and sustain arguments to solve problems, both familiar and unfamiliar, through use of ideas and techniques current in the study of events, eg finance, economics, psychology, sociology;</p> <p>B3 Analyse and critically appraise existing sources relevant to events management and to adopt current theories and techniques to solve problems and to make recommendations;</p> <p>B4 Critically apply knowledge to a range of familiar and unfamiliar situations in events management;</p> <p>B5 Carry out research that involves identifying and applying appropriate research methods and techniques, and to execute suitable analysis of collected data.</p> | <p>D – Transferable Skills This programme provides opportunities for students to:</p> <p>D1 Communicate effectively and with confidence by oral, written and visual means;</p> <p>D2 Demonstrate competence in a range of IT skills in order to operate comfortably in a working environment within a events management context;</p> <p>D3 Analyse numerical information within the context of the events industry using appropriate techniques in order to make informed judgements and solve problems;</p> <p>D4 Work successfully in collaboration with others, adopting a leadership role where and when appropriate;</p> <p>D5 Plan and manage continued personal and professional learning by setting appropriate and achievable goals;</p> <p>D6 Demonstrate competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development;</p> <p>D7 Demonstrate creativity in problem solving across the discipline area.</p> |

