

Course Information Form (CIF)

The CIF provides core information to students, staff teams and others on a particular course of study.

Section 1 - General Course Information	
Course Title	Event Management
Qualification	BA (Hons)
Intermediate Qualification(s)	Certificate of Higher Education – 120 credits at Level 4 Diploma of Higher Education –120 credits at Level 4 and 120 credits at Level 5
Awarding Institution	University of Bedfordshire
Location of Delivery	AA (University Square Campus)
Mode(s) of Study and Duration	Full time over Three years Part-time pathway typically over Six years
Core Teaching Pattern	1
FHEQ Level	Levels 4-6 For further guidance see www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/quality-code-A1.aspx
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	N/A
PSRB Renewal Date	N/A
University of Bedfordshire Employability accreditation	
Route Code (SITS)	BAEMT-S
Subject Community	Tourism, Events and Hospitality
UCAS Course Code	N820
Relevant External Benchmarking	QAA Subject Benchmark Statements: Hospitality, Leisure, Sport and Tourism (2008) - Event Programmes (QAA, 2008, p. 17-18) Subject Benchmark Statements: Hospitality, Leisure, Sport and Tourism 2008, QAA 248 05/08, available on: http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/Subject-benchmark-statement-Hospitality-leisure-sport-tourism-2008.aspx

Section 2 - Published Information

Material in this section will be used on the course web site to promote the course to potential students. The text should be written with this potential audience in mind.

Course Structure

The Units which make up the course are:

Year 1

Unit Code	Level	Credits	Unit Name	Core or option
BBS001-1	4	90	Business Core Programme (Business POD)	Core
TAL022-1	4	15	The Events Industry	Core
TAL023-1	4	15	Event Planning and Operations	Core

Year 2

Unit Code	Level	Credits	Unit Name	Core or option
BSSxxx-2	5	15	Practice Weeks: Career Planning	Core
MARxxx-2	5	30	Marketing Communications in the Digital Age	Core
TALxxx-2	5	15	Sport Event and Tourism Management	Core
BSSxxx-2	5	15	Project Management	Core
TALxxx-2	5	15	Research Skills for Tourism, Hospitality and Events	Core
TALxxx-2	5	15	Events and Urban Regeneration	Option
TALxxx-2	5	15	Visitor Attraction Management	Option
TALxxx-2	5	15	International Hospitality Operations	Option

Year 3

Unit Code	Level	Credits	Unit Name	Core or option
TALxxx-3	6	30	Critical Issues in Tourism, Hospitality and Events Practice	Core
TALxxx-3	6	30	Dissertation	Core
BSSxxx-3	6	15	Practice Weeks: The Future You	Core
TALxxx-3	6	15	Strategic Management for Tourism, Hospitality and Events	Core
TALxxx-3	6	15	Global Sport Events	Option
TALxxx-3	6	15	Marketing in a Global Context	Option
TALxxx-3	6	15	Working in Events and Hospitality (Work Placement)	Option
TALxxx-3	6	15	Risk Management for Hospitality and Events	Option

Course Structure: Part Time

The Units which make up the course are

Year 1

Unit Code	Level	Credits	Unit Name	Core or option
BSS001-1	4	90	Business Core Programme (Business POD)	Core

Year 2

Unit Code	Level	Credits	Unit Name	Core or option
TAL022-1	4	15	The Events Industry	Core
TAL023-1	4	15	Event Planning and Operations	Core

Year 3

Unit Code	Level	Credits	Unit Name	Core or option
TALxxx-2	5	15	Sport Event and Tourism Management	Core
TALxxx-2	5	30	Marketing Communications in the Digital Age	Core
BSSxxx-2	5	15	Project Management	Core
TALxxx-2	5	15	Events and Urban Regeneration	Option
TALxxx-2	5	15	Visitor Attraction Management	Option
TALxxx-2	5	15	International Hospitality Operations	Option

Year 4				
Unit Code	Level	Credits	Unit Name	Core or option
BSSxxx-2	5	15	Practice Weeks: Career Planning	Core
TALxxx-2	5	15	Research Skills for Tourism, Hospitality and Events	Core
TALxxx-2	5	15	Events and Urban Regeneration	Option
TALxxx-2	5	15	Visitor Attraction Management	Option
TALxxx-2	5	15	International Hospitality Operations	Option
Year 5				
Unit Code	Level	Credits	Unit Name	Core or option
TALxxx-3	6	30	Critical Issues in Tourism, Hospitality and Events Practice	Core
TALxxx-3	6	15	Strategic Management for Tourism, Hospitality and Events	Core
TALxxx-3	6	15	Working in Events and Hospitality (Work Placement)	Option
TALxxx-3	6	15	Risk Management for Hospitality and Events	Option
Year 6				
Unit Code	Level	Credits	Unit Name	Core or option
BBSxxx-3	6	15	Practice Week: The Future You	Core
TALxxx-3	6	30	Dissertation	Core
TALxxx-3	6	15	Global Sport Events	Option
TALxxx-3	6	15	Marketing in a Global Context	Option
Why study this course				
<p>This course will appeal to you if you are looking for a career in event management and related sectors such as tourism, hospitality, leisure and sport. You will have an educational experience which integrates academic theory and real world business practice.</p>				
Course Summary – Educational Aims				
<p>The BA (Hons) Event Management programme is aimed to enable you to develop the necessary skills for, and knowledge, practice and understanding of, the events industry. In addition to this you will become a self-directed, self-regulated reflexive learner, using an awareness of opportunities for careers or further study in the setting and monitoring of personal objectives.</p> <p>Specifically the course aims are to prepare you to:</p> <ul style="list-style-type: none"> • Solve problems by the application of appropriate tools and techniques, and research (Enquiry) • Understand and apply the body of knowledge fundamental to event management (Contextual Understanding) • Work effectively in teams or individually using appropriate professional standards of conduct and behaviour (Collaboration) • Challenge the business of events with a rigorous approach to practice informed by relevant theory and learning (Enterprise) 				
Entry requirements				
<p>UK Students:– http://www.beds.ac.uk/howtoapply/ukugentryregs European Union: - http://www.beds.ac.uk/howtoapply/eu/guides International Students - http://www.beds.ac.uk/howtoapply/international/apply</p>				
PSRB details				
N/A				
Graduate Impact Statements				
<p>The course has been designed to develop graduates who are able to:</p> <ul style="list-style-type: none"> • Apply subject knowledge and understanding and use specific technical skills: You must be able to apply the Events Management Body of Knowledge (EMBOK) in an international event context. • Work in ways important in the field of practice: you should be able to collaborate effectively with people from diverse cultures, disciplines and contexts when involved in event project management. • Demonstrate enterprise: You should show inventiveness and originality when solving problems, 				

designing events and create new opportunities to advance working practices in events.

Higher Education Achievement Report - Additional Information

The Higher Education Achievement Report (HEAR) offers you, your employers and the University a richer picture of your achievements, going beyond the transcript (of courses and grades) to include curricular or co-curricular activity likely to be of interest to your potential employer. This course provides the following opportunities at course level and beyond, which can be included on your HEAR document:

- Faculty or Course Representation
- Volunteering
- Practice Week participation
- University Approved Awards (e.g. Bedfordshire Edge Employability Award)
- Research / Consultancy Projects with the Junior Research for Tourism (JRIT)
- Work Placements
- Field Trips
- Go Global exchange opportunities

Learning and Teaching

The learning and teaching you will experience expresses the Business School's commitment to practice-based education. There will be a number of ways this in which happens: lectures, seminars, practical classes and workshops, fieldwork, practice weeks, external visits, on-line activities, individual and group work tasks and invited guest speakers from the events industry. Teaching and learning is also informed by research and professional practice that your tutors draw upon to illustrate current issues in events management.

You will experience, for example, in your first year of study you will spend time in the Business PODs working on integrated, project based activities which will set events in the context of business as a whole and give you the chance to work with students on other business-related courses. Your main tasks will come from our business partners and are often real questions they want to get answered. In your second year you will learn through managing an event project, perhaps raising money for your favourite charity or organising an event for one of our business partners. In your final year of study you will have the opportunity to conduct your own research for your dissertation in an area / subject / topic in events management of academic or professional of interest to you.

Developing your employability

The teaching strategy will help to develop your employability by involving you in the application of concepts in industry-related scenarios and practice-based experiences. In this way, you will develop and apply the skills necessary to work in the events industry. The distinctiveness of the course is reflected in the practice-based employability initiatives of the Business School, which you will be engaged in throughout your degree programme. Each year of study you will have three practice weeks the course makes use of practice-based learning (e.g. case studies drawn from industry and real life briefs put together by event practitioners). These include company visits, talks from event practitioners, workshops and personal advice on developing a good CV, an intensive assessment centre exercise and, at the end of your course, activities to prepare for entering the workplace. In your final year of study you have the option for relevant work experience in the form of a placement in an events organisation. Field trips are a feature of the course and these are intended to build upon current links that the Department has with Luton Town Football Club, Twickenham, Luton Carnival Arts, Wimbledon, Manchester, Woburn and local event venues. The Department has previously hosted two annual regional 'Top Link' events, organised by the Youth Sports Trust. It also has links with Luton Culture, Woburn Abbey, Luton Town Football Club, and Putteridge Bury Conference Centre. It is intended that these become resources for regular visits and, it is hoped, provide work, practice and/or research opportunities for students.

Department (s)

Department of Marketing, Tourism and Hospitality

<http://www.beds.ac.uk/howtoapply/departments/businessschool/our-departments/marketing,-tourism-and->

[hospitality](#)

Assessment

In line with the Business School's commitment to practice-based education, a large part of the assessment will relate to your demonstration of your ability to do events in practice. We will want to see that you understand the theory and have developed critical thinking skills which help you evaluate the relevance of what you have learned. All of this comes together in being able to demonstrate rigorous events practice for a business. To assess this range of integration of theory and skills into sound practice, we use a range of methods. You will be expected to complete two or three assessments per unit, which depends on the number of credits allocated to the unit and length of unit. You will encounter many different kinds of assessment methods, for example: written exams (e.g. unseen exams, in-class tests, and take-home tests), written assignments (e.g. essays, case studies, literature review), portfolios, reports (e.g. individual or group report, posters, fieldwork, work-based report), individual or group oral presentations and practical skills assessment (e.g. project management).

After Graduation

On completing this course you are likely to progress into the following areas:

Career:

Event Manager
Festival Organizer / Co-ordinator
Exhibitioner Organiser
Events Marketing Communications Manager
Conference and Events Manager

Further study:

In terms of further study a number of possibilities exist, both within the University and beyond:

MSc International Tourism Management
MSc International Tourism and Hospitality Management
MSc Sport Tourism Management
MSc Tourism and Events Management
MSc Tourism and Environmental Management
MSc Project Management
PhD

Student Support during the course

We want you to be strong independent learners, taking responsibility for your own success within the world of events. To help you do that the Marketing, Tourism and Hospitality department will provide a wide range of support which you can call on to help with academic issues and with personal challenges which can affect any of us at certain times in our lives.

The following links provide access to the University of Bedfordshire's student support services:

<http://www.beds.ac.uk/studentlife/student-services>

<http://www.beds.ac.uk/studentlife/student-services/academic>

and for international support

<http://www.beds.ac.uk/studentlife/international2>

Students with disabilities

The course will follow the general guidelines set out by the University policy on disability. <http://www.beds.ac.uk/studentlife/student-support/health/disabilities>

Assessment Map

	LEVEL 4				LEVEL 5								LEVEL 6							
UNIT NAME	Business Core Programme (Business Pod)	The Events Industry	Event Planning and Operations	Practice Weeks: Career Planning	Marketing Communications in the Digital Age	Sport Event and Tourism Management	Project Management	Research Skills for Tourism Hospitality and Events	Events and Urban Regeneration	Visitor Attraction Management	International Hospitality Operations	Critical Issues in Tourism, Hospitality and Events Practice	Dissertation	Practice Weeks: The Future You	Strategic Management for Tourism, Hospitality and Events	Global Sports Events	Marketing in a Global Context	Working in Events and Hospitality (Work Placement)	Risk Management for Hospitality and Events	
Core / Option	Core	Core	Core	Core	Core	Core	Core	Core	Option	Option	Options	Core	Core	Core	Core	Option	Option	Option	Option	
UNIT CODE	BBS001-1	TAL022-1	TAL023-1	BSSxxx-2	MARxxx-2	TALxxx-2	BSSxxx-2	TALxxx-2	TALxxx-2	TALxxx-2	TALxxx-2	TALxxx-3	TALxxx-3	TALxxx-3	TALxxx-3	TALxxx-3	MARxxx-3	TALxxx-3	TALxxx-3	
WEEK																				
1																				
2	PO																			
3	PO												WR-I (30%)							
4	PO																			
5	PO																			
6	PO											Ex-OT (25%)			CW-LR (40%)					
7	PO (30%)					PR-Oral (50%)											CW-CS (50%)			
8																				
9	PO	WR-I (0%)																		
10	PO					CW-Port (50%)														
11	PO	(WR-I (100%))																		
12	PO												WR-I (20%)				WR-I (50%)			
13	PO																			
14	PO (30%)																			
15	PO					Ex (50%)	Ex (50%)								Ex (60%)	Ex-OT (50%)	WR-I (50%)			
16 (1)	PO				WR-I (60%)															
17 (2)	PO																			
18 (3)	PO																			
19 (4)	PO									CW-CS (30%)										
20 (5)	PO									WR-I (40%)			PR-Oral (25%)						WR-I (40%)	
21 (6)	PO					CW-Port (0%)														
22 (7)	PO					CW-Port (40%)				PR-Oral (50%)	PR-Oral (40%)									
23 (8)	PO									WR-I (20%)										
24 (9)	PO												PR-Oral (40%)							
25 (10)	PO																			
26 (11)	PO (40%)					CW-Port (100%)														
27 (12)																			CW-Port (80%)	
28 (13)																				
29 (14)										WR-I (60%)	CW-Port (70%)									
30 (15)										PR-Oral (60%)									PR-Oral (20%)	
																			CW-Port (60%)	

Section 3 - Academic Information

This section will be used as part of the approval and review process and **peer academics** are the target audience.

Course Learning Outcomes

(Based on the QAA Benchmarks: indicated in brackets)

Upon successful completion of this course, you should be able to:-

LO1: Analyse and evaluate the concepts and defining characteristics of an event in an area of academic applied study from a multidisciplinary approach. (E6.2)

LO2: Demonstrate a range of professional event planning and management knowledge and skills through both academic and professional practice. (E6.3)

LO3: Recognise and value the contribution of the event attendee and client and meet and respond to their needs and expectations. (E6.4)

LO4: Utilise and understand the impact of, rationales, sources and assumption embedded in policy, planning and delivery mechanisms in an events context. (E6.5)

LO5: Apply vocationally relevant event management skills and knowledge by drawing, as appropriate, from service, research, and professional practices. (E6.2; E6.3; E6.4)

LO6: Critically interpret and relate vocationally relevant philosophies, principles and practices associated with event planning, operations and strategy. (E6.3; E6.5)

Course-specific regulations

N/A

Teaching, Learning and Assessment

It is important that you understand the expectations of Level 4-6 study from the beginning of the course. Hence, within the induction period students will have professional and academic development embedded into the course. These sessions are supported by sessions on information searching and referencing, given by the Subject Librarian. This will encourage you to focus on the higher order academic skills needed and being assessed. Throughout the course classes will be small enough to support an interactive Mode 2 learning environment, with input and activities, encouraging group discussion.

You will work both, individually and on group projects, research exercises, oral presentations, case study analyses, taking responsibility for a significant amount of study outside class times. The course is designed to encourage you to develop as an independent and analytical learner, creative and intelligent practitioner.

Group work will be significant focus of the course, in class, through on-line activities and in assessment, to stimulate real-world management activities. You will benefit from shared experiences and support each other to solve problems, refine your own ideas, manage change and to develop essential project management skills. You will work in pairs to undertake an in-depth review of a major project from different workplaces and work in groups to evaluate the use of management tools within a case/organisation.

You will be engaging in various e-learning activities across the course in class and in your assessments. All units will be delivered in at least Mode 1, supported by our on-line learning environment BREO, providing access to course materials and discussion groups.

Ultimately, in the dissertation unit you will self-manage a research inquiry to completion, producing a research-informed and applicable project, accompanied by a presentation reflecting on the success or otherwise of the work, and lessons learned.

Research and business experience will be used to enhance teaching and learning wherever possible. The course team has good links with industry, through external consultancy work and professional body links. Current research in tourism, hospitality and events is undertaken by staff and is supported by the Institute for Tourism Research (INTOUR) and Junior Research Institute for Tourism (jRIT), which offers you seminars and staff training to ensure their teaching is informed and **underpinned by research**.

'Real' case studies (provided by tutors and industry) will be used to evaluate event management practice through discussion in seminars, workshops and practice weeks. Through the interactive teaching and

learning environment, you will enhance your knowledge, skills and abilities through an improved understanding and appreciation of event issues through experiences of tutors and industry.

By level 5 and 6, you will be expected to make use of journals, professional bodies and the media in order to keep up-to-date with information, examples, debates, discussions and events in management practice in order to enhance learning and inform assessments.

Additional Academic Information
<p><i>Peer-assisted learning (PAL)</i></p> <p>This course plans to include the provision of Peer-assisted Learning (PAL) in the core first year unit: BBS001-1.</p>
<p><i>Initial Assessment</i></p> <p>It is University policy that all students have a summative assessment within the first six weeks of starting a course. The core units this will happen are:</p> <p>Level 4: Business Core Programme (Business POD)</p> <p>Level 5: Marketing Communications in the Digital Age</p> <p>Level 6: Strategic Management for Tourism, Hospitality and Events</p>
<p><i>Improving students' learning</i></p> <p>You will need to understand how to learn at Higher Education (HE) level and in the context of events management, with the aim to becoming an independent learner. At every level of study, the aim is to make sure you are improving your ability to taking lecture notes, using learning resources, using on-line resources, reflecting on approaches to learning, adapting to different learning styles and developing research skills. To improve your learning to understand the HE environment can be found in the following core (event) specialist units:</p> <p>Level 4: The Events Industry, and Event Planning and Operations</p> <p>Level 5: Research Skills for Tourism, Hospitality and Events, and Sport Event and Tourism Management</p> <p>Level 6: Dissertation, and Strategic Management for Tourism, Hospitality and Events</p>
<p><i>Academic Integrity</i></p> <p>You must at all times throughout the course maintain the highest level of academic integrity (e.g. referencing plagiarism, etc) therefore you must understand how to write academically for assessment and other activities. You will be given explanations of how to meet the standards of academic writing and referencing for your early assessments and be given feedback on whether you are meeting them. After the early stages of your course, penalties apply if you fail to meet the standards so we are careful to provide the support for you to understand what you need to do. Academic integrity will be introduced and reiterated in all units studied and at all levels of study, for example:</p> <p>Level 4: Business Core Programme (Business POD)</p> <p>Level 5: Research Skills for Tourism, Hospitality and Events</p> <p>Level 6: Dissertation</p>
<p><i>HEAR implementation</i></p> <p>You can take part in a wide range of experiences which the University and the Students' Union offer to improve your employability skills. The HEAR gives you verified information about these wider achievements outside your taught course. We have created a course with built-in opportunities to develop employability skills such as additional awards (e.g. employability or the VCs student experience awards), recognised activities (e.g. course student representative, peer mentoring or volunteering), and prizes (e.g. Association for Tourism in Higher Education (ATHE) or Leisure Studies Association (LSA)). You will be able to view and manage your HEAR through your account on GradIntel, after you have activated the account – you are responsible for keeping your HEAR up-to-date and discuss HEAR achievements with your PAT.</p>

Internationalisation

This course includes many elements of internationalisation by allowing you to experience alternative international perspectives on your subject and application. By its very nature events management embraces an international outlook as is closely linked with other global industries such as tourism, hospitality and sport. Your course reflects the Business School's practice-based vision, which is 'to be known for taking global business education, research and practice in imaginative new directions'. You will have the opportunity to work with students who have experienced and organised events in different destination contexts, and you will be taught by an internationally-informed course team who have taught in a variety of countries and have research interests in Asia, Africa, Middle-East, Europe and Australia.

Sustainability

The course is embedded with principles and practices of sustainability to ensure the curriculum prepares you, as an events management graduate, to act responsibly towards the people, populations and places you encounter, once you leave the University. Sustainability is considered in a global context as mentioned earlier in view of internationalisation as the very nature of the events industry is international, therefore issues of cultural, economic, environmental and social, sustainable development are themes ingrained in most of the units. For example, urban regeneration, legacies and risk management are critical matters in international events management, which are explored in the following units:

Level 4: The Events Industry, and Event Planning and Operations

Level 5: Sport Event and Tourism Management, and Events and Urban Regeneration

Level 6: Critical Issues in Tourism, Hospitality and Events Practice, Global Sport Events, and Risk Management for Hospitality and Events.

Section 4 - Administrative Information

This section will be used as part of the approval and review process and peer academics are the target audience.

Faculty	Business School
Portfolio	Tourism
Department/School/Division	Marketing, Tourism and Hospitality
Course Coordinator	Dr. Nazia Ali
Version Number	1/14
Approved by (cf Quality Handbook ch.2)	TQSC (University Approval)
Date of approval (dd/mm/yyyy)	
Implementation start-date of this version (plus any identified end-date)	Academic Year 2014/2015

Form completed by:

Name: Nazia Ali

Date: 31 March 2014

Authorisation on behalf of the Faculty Teaching Quality and Standards Committee (FTQSC)

Chair:

Date:

Course Updates		
Date (dd/mm/yyyy)	Nature of Update	FTQSC Minute Ref: