



Course Information Form

This Course Information Form provides the definitive record of the designated course

Section A: General Course Information

Course Title	BA (Hons) Business Administration (Events Management)
Final Award	BA (Hons)
Route Code	BABEMAAF
Intermediate Qualification(s)	
FHEQ Level	6
Location of Delivery	University Square Campus, Luton
Mode(s) and length of study	Full Time, 1 Year
Standard intake points (months)	October, February
External Reference Points as applicable including Subject Benchmark	QAA Subject Benchmark Statement, Undergraduate Degree in Business and Management (November 2019) QAA UK FHEQ Quality Code for Higher Education 2014 Part A, October 2014
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	n/a
HECoS code(s)	100083, 100079
UCAS Course Code	n/a

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Course Aims

The BA (Hons) Business Administration (Events Management) programme engages you with contemporary practices. This course is structured with a clear focus on developing your employability by building a foundation on the core principles of business knowledge and operations. You will apply established techniques such as problem-solving, critically thinking and analysis to solve real world problems. The knowledge you build to examine and challenge events management concepts and data and interaction with industry professionals allows you to progress seamlessly with practice-oriented and transferable skills to become employment ready in the events management profession.

Whether you plan to work for an organisation in the UK or abroad, this programme at the University of Bedfordshire Business School (UBBS) is designed to equip you with the skills you need to succeed in diverse global environments. The course offers you a global perspective of business and an education to perform in multi-cultural business environments across different organisations and industry sectors.

This course allows you to develop a deep theoretical understanding and practical knowledge of events management. You will focus on designing, planning and staging of business and events as well as on the evaluation process. This course will appeal to you if you are looking for a career in the planning and management of events such as festivals, music concerts, conferences, trade shows, meetings and sporting events. You will have an educational experience which integrates academic theory and real-world business practice in order to increase your skills and capabilities to work in the events industry.

Educational Aims

The BA (Hons) Business Administration (Events Management) aims to enable you to develop the necessary skills for, and knowledge, practice and understanding of, the events industry. You will become a self-directed, self-regulated reflexive learner, using an awareness of opportunities for careers or further study in the event industry.

The awareness of business and the knowledge base developed in this course will equip you for a broad range of careers in the world of business. You will develop your learning through collaboration with students and tutors in order to progress from a guided to an autonomous and independent learner who is capable of working with complex and unstructured problems in a variety of business administration contexts. Our emphasis is on practical application of theoretical knowledge to develop your ability to function in complex, multi-cultural and multi-professional global environments and in doing so be able to be analytical, as well as creative and to develop critical thinking skills that are expected of students in higher education. This programme supports entry and progression in management careers in industry, commerce or the public sector and provides access to masters and professional courses in specific areas such as Finance, HRM and marketing.

Specifically, the course aims are to prepare you to:

Creatively solve problems through research and apply the appropriate tools and techniques related to the management of the events.

Develop a global perspective of events management, its applications and on the impact, events have on society, policy and the environment. You will also develop high level of communication skills in multi-cultural and multi-professional contexts. Work effectively in teams and project groups using appropriate professional standards of conduct and behaviour. You will also create and sustain events management learning communities.

Develop abilities to introduce innovation in the management of events with a rigorous approach to practice, informed by relevant theory and learning.

Course Learning Outcomes	Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below		
		Outcome	Award
	1	Demonstrate a coherent and detailed knowledge of a number of functional areas of business including marketing, management, planning & strategy in a global, inter-connected business context.	BA Business Administration (Events Management)
	2	Demonstrate ability to reflect on an understanding of appropriate research methods sufficient to allow investigation and integrating into relevant and latest Business Administration and Events Management topics.	BA Business Administration (Events Management)
	3	Apply vocationally relevant event management skills and knowledge by drawing, as appropriate, from service, research, and professional practices.	BA Business Administration (Events Management)
	4	Analyse operational situations and devise approaches that may improve performance of the business aspects of an organisation.	BA Business Administration (Events Management)
	5	Exhibit critical ability to evaluate the impact of internal and external factors on various organizational contexts including locally, nationally and across international boundaries combined.	BA Business Administration (Events Management)
	6	Demonstrate independent planning, initiative and enterprise to meet the demands of a bachelor's degree in Business Administration, while taking responsibility for personal learning.	BA Business Administration (Events Management)
<p>Learning and Teaching The BA (Hons) Business Administration (events management) programme is designed to appeal to students with a broad range of prior experience gained from completing Level 5 events management related courses. Thus, the teaching and learning strategies are designed to enable you to achieve level 6 general and course specific objectives expected of a graduate in Business.</p> <p>One of the key objectives for a final year student is to develop the study skills required for you to become an independent learner. Your teaching team will be composed of a mixture of academics who have relevant academic knowledge and who use their research to inform their teaching as well as having relevant industrial experience which enables them to inject an awareness of practice.</p> <p>Assessment</p>			

Teaching, learning and assessment strategies

The underpinning philosophy of all assessments is to develop both your knowledge and skills to enter employment as a confidently with a strong base from which to meet your own aspirations. The aim is for you to become an independent and self-directed lifelong learner. Apart from the formal assessments there will be an emphasis on self, peer and group assessment. Tutors will provide feedback on formative assessments to support your development of good academic practice.

All assessments are rooted in authentic and practical scenarios are designed to ensure that no credit can be awarded for work that cannot be confirmed to be that of the student submitting. To facilitate learning for all students a range of assessment methods are used throughout the course, including:

- Business Reports to demonstrate contextual insight and professional practice;
- Individual written reports based on gathering and analysing information using a subject specific methodology are used to assess case studies or group work.
- Formative group presentation

At level 6 you are treated as an independent learner, and both the dissertation unit (New Advances in Business) and the Strategic Management unit provide opportunities for you to draw together your business knowledge in an individual and more independent manner. In all units you will find assessment support in terms of careful briefing, and the completion of formative stages with detailed feedback designed not only to benchmark your performance but also to give you insights into how you can improve your work.

Developing your employability

We value real-world experience to prepare you for life beyond university, which is why we have introduced a practice-based curriculum. You will focus on employability throughout your studies, starting with working on real life case studies in your first few weeks. The practice-based part of the curriculum continues throughout your studies with guest lecturers, optional weekly discussion groups and case studies in seminars to help you develop your knowledge and understanding of a wide range of industry sectors. The approach adopted in this course helps you to develop and enhance your transferable skills as well as interpersonal skills and in turn enhance your employability. This means that whilst you are gaining academic knowledge in addition you are also developing practise expertise.

The Strategic Management for Business (SHR016-3) unit which is delivered in semester 1, will give you significant analytical techniques which you will be able to use to evaluate a wide variety of businesses and situations. The dissertation element will

develop your personal skills of organisation, analysis, academic report writing and presentation which will be invaluable in any chosen career path. You will also develop a wide range of communication skills, both as an individual and as a group. The course also looks to develop soft skills such as communication skills, organisational skills, and self-management which are very essential in any business/organisational role.

The personal development and employability is covered within the Strategic Management unit (SHR016-3), delivered in semester 1 and New Advancements in Business (BSS064-3), which is delivered in the last semester. Such delivery mechanism, enables students to research and identify career choices and critically reflect on their own skills to establish any gaps. There will then be opportunity to develop skills to bridge any gaps throughout the course and other structured activities such as interview practice in conjunction with the careers and employability service. This is followed by development of a critical and reflective skills audit which will be produced in semester 2 as part of the New Advancements in Business unit. Students are encouraged to use the various Career Management on-line tools available for self-assessment and identification of career opportunities and to work with the University Careers Advisors throughout their studies.

In Level 6 you are encouraged to take greater responsibility for your career management, with the support of the Careers Service, which offers one-to-one career coaching. The Careers and Employability Service offer information, advice and guidance to students and graduates on a range of topics including:

Further study and training
 Exploring career and employment options
 Finding work and placements
 Applications for jobs or postgraduate study
 Preparing for interviews and assessment centres

For additional details and to meet the team: www.beds.ac.uk/careers/about

The University's comprehensive student support service includes:

- Student Information Desk, a one-stop shop for any initial enquiries;
- Student Support team advising and supporting those with physical or learning needs or more general student well being;
- Study Hub team providing academic skills guidance;
- Personal Academic Tutoring system; a student managed Peer-Assisted Learning scheme;
- BREO: Bedfordshire Resources for Education Online (BREO) includes the University's virtual learning environment (Blackboard) and a range of other technologies. Through BREO you will have access to a range of material and resources to help and support you in each of the units you study and it is important that you access BREO regularly to find out about any changes.
- Professional Academic Development (PAD): It is not unusual to need some extra advice and guidance on developing your academic skills. The University has a specialist support area- Professional Academic Development (PAD) who can help and support you in a range of areas including:

Learning support

- The quality of your written assignments
- Your understanding of mathematical or statistical concepts
- Your organisational skills and how you approach studying
- Your time management and prioritising
- The strategies you use when reading
- Your language skills
- Aspects of your IT skills
- How you prepare for exams

There is no cost for PAD's services. If you feel that you would benefit from some additional help with your studies then do contact them. You can visit their web site at <http://lrweb.beds.ac.uk/pad> to find out the dates of workshops on a range of topics or to book one-to-one appointments. You will also find a Professional Academic Development link on your home page within BREO which provides access to a range of additional on-line resources.

- Course-specific support includes the following:

Your Course Coordinator will be there to advise you on:

- Specific information regarding your Course, particular Units, options, regulations, etc.
- Accuracy of your results
- Obligations regarding re-assessment and repeats
- Materials including the Course Handbook, and Induction information.

You will have an induction during your first week where all relevant information regarding this course will be presented and you will have an opportunity to meet your Course Coordinator, and a number of your tutors.

- English Language Support through the Language Centre with daily drop in service and free language classes. Communication Skills courses are offered to International and European Students with the opportunity to enrich their academic study skills, intercultural communication skills, and helping them reflect on British university conventions.

<https://www.beds.ac.uk/entryrequirements>

Admissions Criteria**Approved Variations and Additions to Standard Admission**

Entry requirements

Standard:

Applicants are expected to have minimum 240 credits (NLP L5 courses in the UK and equivalent international rankings as directed by bodies such as UKNARIC) in subjects related to Business administration with evidence of completion of a minimum of 2 units or prior study (depending on credit volume) relating to the subject of the award title equivalent to UK undergraduate levels 4 and 5 at an authorised higher education institution approved to offer Higher education programmes equivalent to the University of Bedfordshire. Applications to top up awards will be subject to the application of the University's of RPCL procedures.

English Language: IELTS 6.0 with minimum 5.5 in each element or equivalent. International applications will be assessed using UKBA and University of Bedfordshire policy, check English language requirements at: <https://www.beds.ac.uk/entryrequirements>

Open to:

UK

EU

International

Additional:

The University recognises that many prospective students particularly mature applicants, applying for courses have a vast range of expertise, skills and knowledge. RPEL (Recognition of Prior Experiential Learning) and RPCL (Recognition of prior Certificated Learning) are processes that enable you to receive formal recognition for skills and knowledge you already possess that have not been previously assessed or awarded credit.

RPCL and RPEL are both available for UK and EU students. Applicants with substantial work experience in subject specialism topic will be considered through RPEL process. Candidates will be eligible to join the program if they can demonstrate substantial non-certificated, work-based or experiential learning prior to admission to this programme as a practitioner in a field that is broadly related Business Administration with evidence of specialism in the chosen pathway as per the standard entry requirements.

Assessment Regulations	<p>https://www.beds.ac.uk/about-us/our-university/academic-information</p> <p>Note: Be aware that our regulations change every year</p> <p>Approved Variations and Additions to Standard Assessment Regulations'</p> <p>N/A</p>
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Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
BSS064-3	New Advancements in Business	6	30	Core	T1 A2	T1 D1		D1 A2	D1 A1	D1 A1									
MAR034-3	Global Marketing Strategy	6	30	Core				T1	A2 D1	A1 T2									
SHR016-3	Strategic Management for Business	6	30	Core		T1 D1	A2 D1												
TAL031-3	Events Planning in Practice	6	30	Core				T1 D1	T1 A2	D1 A1									

Section C: Assessment Plan

The course is assessed as follows :

BABEMAAF- BA (Hons) in Business Administration (Events Management) (Honours Stage)

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
SHR016-3	6	SEM 1, SEM 2	Core	WR-I	6	EX	15				
TAL031-3	6	SEM 1, SEM 3	Core	PR-OT	8	WR-I	14				
MAR034-3	6	SEM 2	Core	IT-PT	8	EX	15				
BSS064-3	6	SEM 2, SEM 3	Core	PJ-DIS	13						

Glossary of Terms for Assessment Type Codes

EX	Exam (Invigilated)
IT-PT	Summative in-class test or phase test
PJ-DIS	Coursework - Dissertation Report
PR-OT	Practical - Other Skills Assessment
WR-I	Coursework - Individual Report

Administrative Information	
Faculty	University of Bedfordshire Business School
School	Department of Strategy and Management
Head of School/Department	Dr Alexander Kofinas
Course Coordinator	Jasmine Hajreza-Tehrani