Course Specification

BA (Hons) Event Management
FBLU015

Faculty of Business and Law

School of Marketing and Management

February 2018

(For Sept 2018 Cohort onwards)

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
1. Introduction

The BA (Hons) Event Management is a distinctive course that provides an opportunity for students to develop advanced knowledge and understanding of event management. Whilst the course is primarily aimed at students wishing to commence a career in the events industry, it also provides students with an excellent understanding of business management expertise which prepares students for a broad range of careers within public, private or third sector organisations.

The course is distinct due to its focus on corporate engagement, responsible management and internationalisation. Teaching, learning and assessment strategies are grounded in the corporate world, using real life international case studies where possible. This is reinforced by experiential learning and an opportunity for a 12-month international/UK work placement in year three. The international focus of the course is derived from the diversity of the student body and the teaching team, the use of international teaching materials and the many mobility opportunities that are available to students.

An established feature of the course is the use of Online International Learning (OIL) projects. These involve students interacting with students from international partner institutions in order to bring different cultural perspectives and a global dimension to their studies.

Another key feature of the course is that students are strongly encouraged to accrue a range of volunteering or work experience throughout their time at University either at live events or in venues that stage live events. This fits with the University’s education strategy and embeds the pillars of transformative learning and community contribution and responsibility.

The course incorporates Add+vantage modules which offer students an extensive range of cross-university modules aimed at developing work related knowledge and employability skills. A 10-credit Add+vantage module is mandatory in each stage of the course.

The course is designed to enable students to develop knowledge and skills in event management and to specialise in their final year of study, in order to secure a relevant and rewarding international event management career. The course will explore event management theory and practice and provide students with the business skills necessary to become successful, multi-disciplined and creative event managers. It is a well-established course that is studied by full-time students over a three-year period or four years if students complete a UK/international work placement or the study abroad year. The course has strong links with industry partners including Pandora Events, Ricoh Arena and Edgbaston Cricket Club.

The course structure is based upon core modules in Year One which introduce students to fundamental business management concepts. Employability is embedded in each year of the course (1002SEM Academic and Professional Skills; 2002SEM Developing a Professional Identity; 3006SEM Managing Your Career).

Year Two builds on the knowledge gained from Year One and develops students’ understanding and application of contemporary event management ideas and theories. In preparation for the final year research project, students undertake a research methods module.

Following Year Two, students can either proceed directly to the final year or undertake a choice of work or study abroad opportunity. These options include either a study/work placement abroad year or a UK work placement.

The final year of study provides students with an opportunity to specialise in specific career pathways. There are option modules including 3001SEM Sport and Event Entrepreneurship; 3005SEM Cultural and Special Events and 3009SEM Venue Operations Management. The research project builds on the research methods previously studied in Year Two and preparing students for employment is covered in the module, 3006SEM Managing your Career.

The ethos of this course is engagement with advanced academic study of event management plus a strong emphasis on the practical and responsible application of business management theory, which will enable learners to secure graduate level employment and/or postgraduate study in a global environment.
### 2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BA (Hons) Event Management</strong></td>
<td>Full Time: 3 years</td>
<td>N821</td>
<td>Level 6</td>
</tr>
<tr>
<td></td>
<td>Sandwich Course: 4 years</td>
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</table>

**Fallback Awards**

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BA Event Management</strong></td>
<td></td>
<td></td>
<td>Level 6</td>
</tr>
<tr>
<td><strong>BA Leisure</strong></td>
<td></td>
<td></td>
<td>Level 6</td>
</tr>
<tr>
<td><strong>Diploma of Higher Education in Event Management</strong></td>
<td></td>
<td></td>
<td>Level 6</td>
</tr>
<tr>
<td><strong>Certificate of Higher Education in Event Management</strong></td>
<td></td>
<td></td>
<td>Level 5</td>
</tr>
</tbody>
</table>

### 3 Awarding Institution/Body

- Coventry University

### 4 Collaboration

- n/a

### 5 Teaching Institution and Location of delivery

- Coventry University

### 6 Internal Approval/Review Dates

- Date of latest review: 03/2017
- Date for next review: Academic year 2026/2027

### 7 Course Accredited by

- n/a

### 8 Accreditation Date and Duration

- n/a

### 9 QAA Subject Benchmark Statement(s) and/or other external factors

- Subject Benchmark Statement for Events, Hospitality, Leisure, Sport and Tourism (2016)

### 10 Date of Course Specification

- February 2017

### 11 Course Director

- Julian Robinson

### 12 Outline and Educational Aims of the Course

The BA (Hons) Event Management course provides students with an education that explores the concepts and characteristics of event management as an area of academic and applied study. The course develops the skills of critical analysis in event management and seeks to produce independent learners able to work with self-direction and the ability to blend theory and practice in complex situations.

The QAA Subject Benchmark Statement for Bachelor’s degrees with honours in Events, Hospitality, Leisure, Sport and Tourism (2016) helped to inform and develop the educational aims of the course. The course also embeds the six Principles for Responsible Management Education (PRME) [http://www.unprme.org/](http://www.unprme.org/).

The educational aims of the BA (Hons) Event Management course are to:

1. Develop students’ systematic and conceptual understanding of key aspects of event management.
2. Provide an education that applies the concepts of academic research, analysis, evaluation and strategic capabilities.
3. Enable an appreciation of the uncertainty, ambiguity and limits of knowledge.

4. Provide an event management education that encourages students to effectively manage their own learning.

5. Develop in students the relevant set of transferable and analytical skills for employment and career success within the event sector.

6. Provide students with opportunities to enhance their intercultural competencies.

7. Enable students to develop autonomy in problem solving and the creation of appropriate solutions.


13 Course Learning Outcomes

On successful completion of the course, a student will be able to:

1. Demonstrate knowledge and understanding of the latest developments in management theory and practice in a variety of event contexts.

2. Apply skills of critical inquiry and independent research, using a range of resources, methods and methodologies, in order to evaluate evidence, arguments and assumptions, to reach sound judgements and to communicate them effectively.

3. Recognise and continually develop the relevant set of transferable skills required by the event industry such as numeracy, communication and self-reflection for continuous professional development.

4. Evaluate and develop expertise in a range of digital technologies that will enhance effectiveness in the workplace.

5. Apply innovative and entrepreneurial approaches in providing solutions to real event management issues and problems.

6. Critique the principles of policy and governance and evaluate the global contemporary issues and theories challenging event organisations.

7. Work effectively, efficiently and dynamically within teams using critical thinking to solve complex event management problems.

8. Evaluate the management of events in global settings and reflect upon intercultural and international dimensions.

9. Use the principles of responsible management to design and implement activities which meaningfully engage communities.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the programme, their status (whether mandatory or option), the levels at which they are studied, their credit value, and pre/co requisites, are identified in the table below.

Modules within the programme may be classed as:
Mandatory (M) – These modules are compulsory.

Options (O) – These modules are chosen from a prescribed list of modules.

Details regarding the patterns and modes of attendance, as well as other distinctive features of the course are presented below.

### 14.1 Patterns and modes of attendance

The course is available either on a three year full-time basis or a four year sandwich basis, which includes a one year placement. Students are encouraged to take the opportunity of either a placement year or study/work abroad year between stages two and three of the course.

Section 6.4 of University regulations concerning enrolment and registration are applicable to the course.

### 14.2 The Option Year

These are:

- A 12 month study/work placement abroad year (5001SMM).
- A 12 month UK work placement (5000SMM).

A student can progress to placement in accordance with the current University academic regulations.

The aim of the option year/placement module is to enhance the employability prospects and career development of students and it therefore contributes to the University’s mission statement. The potential benefits of the option year/placement module to the student are considerable and include:

- Experience in job-searching, self-presentation and being interviewed.
- Work experience which supports future career prospects more directly than typical vacation or part-time work.
- Confidence in their capacity to contribute to the organisation that employs them.
- Understanding of how their studies relate to practice.
- Self-discipline and organisation.
- Building relations with a prospective employer.
- The opportunity for international experience in a different culture.

Students preparing for the option year, whether in the UK or internationally are supported by the Business Futures Team, members of which will help in the preparation of CVs, preparation for interviews and employment and provide support throughout the year. The Faculty has links to a number of suitable employers and can assist with finding opportunities for placements. However, students are encouraged to seek alternative sources of employment themselves with guidance provided by Business Futures.

The University has a wide range of partners where students can undertake a period of study abroad. This route gives students the opportunity to:

- Add an additional international dimension to their course
- Appreciate the language and culture of another country
Experience the teaching and learning environment of an international institution

Students who opt for the study/work placement abroad year will develop an international cultural aspect to their study and learning; the ability to communicate in, and appreciate, international working/study methods and it will enhance their interpersonal skills and increase their employability. Students wishing to take the option of the study/work placement abroad year will receive support and guidance from the Centre for Global Engagement.

14.3 Innovative or distinctive features of the course

These are summarised below:

- A choice of industry consultancy project or a traditional research project in the final year.
- Reflecting the Business School’s commitment, as a prime signatory, to the six Principles for Responsible Management Education (PRME) http://www.unprme.org/.
- Strong focus on internationalisation integrating OIL projects.
- An explicit focus on how and why information provided by traditional business disciplines informs and/or drives the choices made by managers in an event context.
- Opportunities to engage in sport event volunteering to enhance evidence of relevant work experience for CV.
- Optional fieldtrips to enhance the international experience of students which have previously included fieldtrips to Glasgow, Berlin, Dublin, Groningen and Cape Town.

14.4 Progression and Awards

The conditions given below are specific regulations for an honours degree in Event Management. They are in addition to current University Academic Regulations.

**Progression requirements**

Progression is in accordance with the University Academic Regulations referring to regulation 6.4.2a and 6.5.1

14.5 Cascade of Awards:

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BA (Hons) Event Management
  ↓
BA Event Management/BA Leisure
  ↓
Diploma of Higher Education in Event Management
  ↓
Certificate of Higher Education in Event Management
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14.6 Conditions for Awards

- For an Honours degree in Event Management a student must have passed all mandatory modules plus options to a total of 360 credits excluding 5001SMM and 5000SMM.

- For an Unclassified degree a student must have passed a minimum of 300 credits including at least 100 credits at level 4, 80 credits at level 5 and 80 credits at level 6 including all mandatory modules and excluding 5001SMM and 5000SMM.

- For a BA Leisure degree (fall back) a student must have passed a minimum of 300 credits with at least 100 credits at level 4, 80 credits at level 5 and 80 credits at level 6, excluding 5001SMM and 5000SMM. BA Leisure is a fall back award created for students who pass the required number of credits to be awarded a degree, but who may have failed one or more mandatory modules.

- For a Diploma of Higher Education in Event Management a student must have passed a minimum of 240 credits including 100 credits at level 4 and 100 credits at level 5.
For a Certificate of Higher Education in Event Management a student must have passed a minimum of 120 credits, with at least 100 credits at level 4.

5001SMM and 5001SMM cannot count towards the total number of credits required for an award and cannot count towards the final degree classification.
### Table 1 BA (Hons) Event Management

<table>
<thead>
<tr>
<th>Module Credit Level</th>
<th>Module Code</th>
<th>Title</th>
<th>Credit Value</th>
<th>Mandatory/Optional</th>
<th>Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1. All Mandatory Modules (110 credits) plus Add+Vantage (10 credits)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>1002SEM</td>
<td>Academic and Professional Skills</td>
<td>10</td>
<td>Mandatory</td>
<td>3, 4,</td>
</tr>
<tr>
<td>4</td>
<td>1008SEM</td>
<td>Introduction to the Event Industry</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 2, 6, 8</td>
</tr>
<tr>
<td>4</td>
<td>1001SEM</td>
<td>Marketing in Events</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 3, 5, 7</td>
</tr>
<tr>
<td>4</td>
<td>1006SEM</td>
<td>Management and Leadership in Sport and Events</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 3, 4, 8</td>
</tr>
<tr>
<td>4</td>
<td>1005SEM</td>
<td>Managing People in the Sport and Event Industry</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 3, 9</td>
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<tr>
<td>4</td>
<td>1007SEM</td>
<td>The Sport and Event Business Environment</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 2, 4</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Add+Vantage</td>
<td>10</td>
<td>Mandatory</td>
<td></td>
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<tr>
<td>Year 2. Mandatory Modules (70 credits), Optional Modules (40 out of 60 credits) plus Add+Vantage (10 credits)</td>
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<td></td>
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<tr>
<td>5</td>
<td>2006SEM</td>
<td>Corporate Events</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 8</td>
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<td>5</td>
<td>2005SEM</td>
<td>Media and Entertainment Law</td>
<td>20</td>
<td>Option</td>
<td>1, 6</td>
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<td>5</td>
<td>2008SEM</td>
<td>CSR in Sport and Events</td>
<td>20</td>
<td>Option</td>
<td>1, 7, 8, 9</td>
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<td>5</td>
<td>2002SEM</td>
<td>Developing a Professional Identity</td>
<td>10</td>
<td>Mandatory</td>
<td>3, 4, 5</td>
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<tr>
<td>5</td>
<td>2012SEM</td>
<td>Research Methods</td>
<td>20</td>
<td>Mandatory</td>
<td>2, 7</td>
</tr>
<tr>
<td>5</td>
<td>2011SEM</td>
<td>Live Event Management</td>
<td>20</td>
<td>Mandatory</td>
<td>3, 5, 6, 7, 9</td>
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<tr>
<td>5</td>
<td>2000SEM</td>
<td>Sport and Event Tourism</td>
<td>20</td>
<td>Option</td>
<td>2, 5, 8</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Add+Vantage</td>
<td>10</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>Sandwich Mode. Optional year abroad (study and/or work abroad). Optional UK placement.</td>
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<tr>
<td>5</td>
<td>5001SMM</td>
<td>Study/Work Placement Abroad Year*</td>
<td>0</td>
<td>Option</td>
<td>3, 8</td>
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<tr>
<td>5</td>
<td>5000SMM</td>
<td>UK Work Placement*</td>
<td>0</td>
<td>Option</td>
<td>3</td>
</tr>
<tr>
<td>Final Year. Mandatory Modules (70 credits), Optional Modules (40 out of 100 credits) plus Add+Vantage (10 credits)</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>6</td>
<td>3008SEM</td>
<td>Strategic Management in Sport and Events</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 7, 8</td>
</tr>
<tr>
<td>6</td>
<td>3006SEM</td>
<td>Managing Your Career</td>
<td>10</td>
<td>Mandatory</td>
<td>3, 4</td>
</tr>
<tr>
<td>6</td>
<td>3012SEM</td>
<td>International Event Management</td>
<td>20</td>
<td>Mandatory</td>
<td>5, 6, 9</td>
</tr>
<tr>
<td>6</td>
<td>3002SEM</td>
<td>Event Design</td>
<td>20</td>
<td>Mandatory</td>
<td>5, 9</td>
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<tr>
<td>6</td>
<td></td>
<td>Add+Vantage</td>
<td>10</td>
<td>Mandatory</td>
<td></td>
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<tr>
<td>6</td>
<td>3010SEM</td>
<td>Must take either:</td>
<td>20</td>
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<td>1, 2, 4</td>
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<tr>
<td></td>
<td></td>
<td>Sport and Event Research Project**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>or</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>3003SEM</td>
<td>Sport and Event Consultancy Project**</td>
<td>20</td>
<td>Option</td>
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<tr>
<td>6</td>
<td>3001SEM</td>
<td>Sport and Event Entrepreneurship</td>
<td>20</td>
<td>Option</td>
<td>1, 5, 9</td>
</tr>
<tr>
<td>6</td>
<td>3000SEM</td>
<td>Cultural and Special Events</td>
<td>20</td>
<td>Option</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>3009SEM</td>
<td>Venue Operations Management</td>
<td>20</td>
<td>Option</td>
<td>1, 5, 6, 9</td>
</tr>
</tbody>
</table>
Notes:
* Students who choose to complete a placement year must choose either Study/Work Placement Abroad Year (5001SMM) or UK Work Placement (5000SMM).
** The module runs all year but credits are counted in Semester 2. Formative assignment work will be done towards these modules during Semester 1.

In the second year students must choose two options from the following list:
- 2005SEM Media and Entertainment Law
- 2008SEM CSR in Sport and Events
- 2000SEM Sport and Event Tourism

In the final year students must choose one option from List A and one option from List B:

List A (Choose ONE)
- 3010SEM Sport and Event Research Project
- 3003SEM Sport and Event Consultancy Project

List B (Choose ONE)
- 3001SEM Sport and Event Entrepreneurship
- 3000SEM Cultural and Special Events
- 3009SEM Venue Operations Management

There are no pre-requisites in the course.
15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found at http://www.ucas.ac.uk/profiles/index.html

Accreditation for prior learning (APL) is in accordance with University regulations. See Section 4.2 of the Academic Regulations for further information.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.0 or equivalent.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Regulations

17 Indicators of Quality Enhancement

The following are key indicators of quality and standards:

- The National Student Survey of 3rd year Event Management undergraduates, conducted in 2016, indicated an overall satisfaction score of 97%.

- The course has been designed in accordance with the QAA benchmark statement for Events, Hospitality, Leisure, Sport and Tourism (2016).

- The School has excellent links with event employers and venues, for example the Ricoh Arena and Pandora Events.

- Regular meetings of the Business Advisory Group enable a close working relationship with event organisations and employers in the region.

- The course reflects the Business School’s commitment, as a prime signatory, to the six Principles for Responsible Management Education (PRME) http://www.unprme.org/. PRME has 6 principles, including Purpose, Values, Method, Research, Partnership and Dialogue. All 6 principles of PRME are practiced in the course.

- University of the Year at the Times Higher Education Awards (2015).


The QAA’s Higher Education Review undertaken in February 2015 confirmed that:

- The setting and maintenance of the academic standards of awards at the provider meet UK expectations.

- The quality of student learning opportunities meets UK expectations.

- The quality of the information about learning opportunities meets UK expectations.

- The enhancement of student learning opportunities meets UK expectations.
Enrolled students have access to additional, key sources of information about the course and student support including:

- Faculty Undergraduate Student Handbook and Course Guide
- Module Guides produced for all modules
- Module Information Directory
- Teaching plan and module resource documents produced for all modules available on Moodle
- Study Support information is accessible from the home page of the CU Student Portal