

**DEFINITIVE COURSE RECORD**

Course Title	<b>BA (Hons) Event Management (with Professional Placement and Study Abroad)</b>
Awarding Bodies	<b>University of Suffolk</b>
Level of Award <sup>1</sup>	<b>FHEQ Level 6</b>
Professional, Statutory and Regulatory Bodies Recognition	<b>None</b>
Credit Structure <sup>2</sup>	<b>480 Credits Level 4: 120 Credits Level 5: 120 Credits plus 120 placement and study abroad credits* Level 6: 120 Credits</b>  <b>*For an award 'with Professional Placement and Study Abroad', 60 placement credits and 60 study abroad credits are required</b>
Mode of Attendance	<b>Full-time</b>
Standard Length of Course <sup>3</sup>	<b>4 years full-time</b>
Intended Award	<b>BA (Hons) Event Management (with Professional Placement and Study Abroad)</b>
Named Exit Awards	<b>DipHE Event Management DipHE Event Management (with Professional Placement and Study Abroad) CertHE Event Management</b>
Entry Requirements <sup>4</sup>	<b>Typical offer: 112 UCAS tariff points (or equivalent) Maths and English GCSE at grade C and above</b>
Delivering Institution	<b>University of Suffolk</b>
UCAS Code	<b>N821</b>

This definitive record sets out the essential features and characteristics of the BA (Hons) Event Management (with Professional Placement and Study Abroad) course. The information provided is accurate for students entering level 4 in the 2018-19 academic year<sup>5</sup>.

**Course Summary**

The Event Management programme is designed to give students as wide an experience as possible in the events and related sectors; which offer so many opportunities for growth and contribution to the economy. Students will gain many skills and competencies to help to ensure employability is enhanced. A combination of theoretical and practical work will prepare

<sup>1</sup> For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

<sup>2</sup> All academic credit awarded as a result of study at the University adheres to the [Higher education credit framework for England](#).

<sup>3</sup> Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the [Framework and Regulations for Undergraduate Awards](#).

<sup>4</sup> Details of standard entry requirements can be found in the [Admissions Policy](#)

<sup>5</sup> The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

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students for further study or employment. Established effective partnerships with a range of employers in the sectors, ensure that students benefit from having a balance of practical work-based experience to evaluate and analyse in their academic life.

The additional sandwich year at the end of Level 5 enables students to engage in a full year professional placement (either in the UK or overseas), a full year of study abroad or a combination of both (one semester for each). The professional placement provides a valuable opportunity for students to put theory into real-life practice, enhancing their skills and understanding of the business environment and expanding their professional networks. Study abroad enables students to develop relevant marketable skills, immerse themselves into another language and culture and enhance their personal development.

### **Course Aims**

- To enable students to have a critical understanding of the management of the event sector and implementation of events
- To enable students to gain knowledge in the key areas of event management, including ethical, sustainability and safety issues
- To enable students to develop knowledge of appropriate theories, principles and practice of management within the events sector
- To give students the opportunity to apply knowledge in practical situations
- To enable students to develop essential skills through reflective practice

### **Course Learning Outcomes**

The following statements define what students graduating from the BA (Hons) Event Management (with Professional Placement and Study Abroad) course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA)<sup>6</sup>.

#### **Knowledge and understanding**

1. Demonstrate a critical understanding of the relationship of the subject to its social, cultural and economic context
2. Demonstrate clear knowledge and analysis of contextual and conceptual issues

#### **Cognitive skills**

3. Demonstrate a thorough understanding of application of event theory to practice
4. Effectively apply theory and problem solving in practical event management situations
5. Evaluate situations and apply appropriate decision making techniques for effective solutions
6. Engage in focused analysis of specific themes and issues within their study, including ethical, sustainability and safety issues

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<sup>6</sup> As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

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7. Critically evaluate and apply appropriate methodologies

### Subject specific and practical skills

8. Conduct in-depth critical analysis and evaluation of event management subject material and related methodology
9. Apply specialist knowledge to situations in the production of effective solutions
10. Implement and manage projects effectively.

### Key / transferable / lifelong learning skills

11. Demonstrate originality of thought and creative problem solving
12. Demonstrate an ability to manage own learning and identify and carry out professional development
13. Employ interpersonal skills of effective listening, negotiating, persuasion and presentation
14. Participate in event industry based activity through being able to work independently and as a team to deadlines

### Course Design

The design of this course has been guided by the following QAA Benchmarks:

- Hospitality, Leisure, Sport and Tourism (2008)
- Business and Management (2015)

### Course Structure

The BA (Hons) Event Management (with Professional Placement and Study Abroad) comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules are included within the course handbook and the sandwich year handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type <sup>7</sup>
Level 4			
	Introduction to Event and Tourism Management	20	M
	Accounting for Business	20	R
	Introduction to Project Management	20	R
	Business Law	20	R
	Introduction to Marketing	20	R

<sup>7</sup> Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the [Framework and Regulations for Undergraduate Awards](#)

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	Language and Culture in a Business Context I	20	R
Level 5			
	Applied Event and Tourism Management	20	M
	Festival and Special Event Management	20	M
	Managing People	20	R
	Topics in Business Research	20	M
	Plus two options from the following modules:		
	Corporate Reputation Management	20	O
	Employment Law	20	O
	Principles of Fundraising and Sponsorship	20	O
	Language and Culture in a Business Context II	20	O
Level 5 sandwich year with professional practice and study abroad (leading to placement and study abroad credit)			
	Professional practice	60	M
	Study abroad modules at host institution	40	M
	Study abroad reflective account	20	M
Level 6			
	Dissertation	40	M
	Industry Based Practice (Events and Tourism Management)	20	M
	Critical and Cultural Concepts in Event Management	20	M
	Strategic Marketing: Planning and Management	20	R
	Plus one option from the following modules:		
	Visitor Attraction Management in the UK	20	O
	Strategic Management	20	O

**Awards**

On successful completion of the course, students will be awarded a BA (Hons) Event Management (with Professional Placement and Study Abroad).

Students who leave the course early on successful completion of 240 credits including all mandatory modules at levels 4 and 5 may be eligible for a DipHE Event Management. Those students who leave the course early and, in addition to the above, have successfully completed the sandwich year and been awarded 120 placement and study abroad credits may be eligible for a DipHE Event Management (with Professional Placement and Study Abroad).

Students who leave the course early on successful completion of 120 credits including all mandatory modules at level 4 may be eligible for a CertHE Event Management.

**Course Delivery**

The course is delivered at Ipswich (with the exception of the sandwich year, during which students are based at their chosen study abroad host institution and in a relevant professional practice setting). For course delivery in Ipswich, students studying full-time on BA (Hons) Event Management (with Professional Placement and Study Abroad) are likely to have

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approximately 250 contact hours for level 4, 220 contact hours for level 5 and 150 contact hours for level 6. The contact hours will be a mix of lectures, seminars, practical activity, group projects and students will also be required to participate in 200 hours of work placement. Placements may be arranged by the University and/or students and approved by the University. Students will normally be expected to undertake 20 hours of independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises.

Study abroad course delivery will be dependent on the requirements of the host institution. For a half year of study abroad, students will be expected to engage in 195 hours of independent study and 5 hours of tutorials and online support in order to complete the reflective account.

For a half year of professional practice, students are expected to engage in 545 hours of professional practice (including 15 weeks of supervised and relevant work experience), 5 hours of tutorials and online support and 50 hours of independent study.

### Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall (excluding the sandwich year) will be coursework (including essays, reports, presentations, group work, reflective learning journals and research projects and live projects). The nature of the assessment of the sandwich year will depend on the type of activities undertaken: professional placements will be assessed by 100% coursework, but assessment of study abroad will vary according to the requirements of the host institution.

### Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

### Course Costs

Students undertaking BA (Hons) Event Management (with Professional Placement and Study Abroad) will be charged tuition fees as detailed below:

Student Group	Tuition Fees
Full-time UK/EU	£9,250 per year (excluding sandwich year, for which the fee will be £1,385 for the year)
Part-time UK/EU	Not applicable
Full-time International	£11,500 per year (excluding sandwich year, for which the fee will be £1,725 for the year)
Part-time International	Not applicable

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Students may be required to pay additional costs for trips, residentials as applicable and to incur other costs for optional field trips, exhibitions and, for their sandwich year, for travel to and from their host institution or to and from their professional placement setting.

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**Academic Framework and Regulations**

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).