

DEFINITIVE COURSE RECORD

Course Title	BA (Hons) Event Management (with Professional Placement)
Awarding Bodies	University of Suffolk
Level of Award ¹	FHEQ Level 6
Professional, Statutory and Regulatory Bodies Recognition	None
Credit Structure ²	480 Credits Level 4: 120 Credits Level 5: 120 Credits plus 120 placement credits* Level 6: 120 Credits *For an award 'with Professional Placement', 120 placement credits are required.
Mode of Attendance	Full-time
Standard Length of Course ³	4 years full-time
Intended Award	BA (Hons) Event Management (with Professional Placement)
Named Exit Awards	DipHE Event Management DipHE Event Management (with Professional Placement) CertHE Event Management
Entry Requirements ⁴	112 UCAS tariff points (or above), BBC (A-Level), DMM (BTEC)
Delivering Institution(s)	University of Suffolk
UCAS Code	N821

This definitive record sets out the essential features and characteristics of the BA (Hons) Event Management (with Professional Placement) course. The information provided is accurate for students entering level 4 in the 2019-20 academic year.⁵

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 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.

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

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

³ 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](#).

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

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

DEFINITIVE COURSE RECORD

The sandwich year at the end of Level 5 enables students to engage in a full year professional placement (either in the UK or overseas). 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.

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) 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).⁶

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
7. Critically evaluate and apply appropriate methodologies

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

DEFINITIVE COURSE RECORD

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) comprises modules at levels 4, 5 and 6.

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

	Module	Credits	Module Type ⁷
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
	Language and Culture in a Business Context I	20	R
Level 5			
	Applied Event and Tourism Management (placement)	20	M
	Festival and Special Event Management	20	M
	Managing People	20	R

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

DEFINITIVE COURSE RECORD

	Topics in Business Research	20	M
	Plus two options from the following modules:		
	Employment Law	20	O
	Corporate Reputation Management	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 only (leading to placement credit)			
	Professional practice	120	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).

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 credits may be eligible for a DipHE Event Management (with Professional Placement).

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 in a relevant professional practice setting). For course delivery in Ipswich, students studying full-time on BA (Hons) Event Management (with Professional Placement) are likely to have 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 of Suffolk. 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.

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

DEFINITIVE COURSE RECORD

the assessment of the sandwich year will depend on the type of activities undertaken: professional placements will be assessed by 100% coursework.

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) 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 £1,850 for the year)
Part-time UK/EU	Not applicable
Full-time International	£11,790 per year (excluding sandwich year, for which the fee will be £2,875 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 professional placement setting.

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](#).