

**DEFINITIVE COURSE RECORD**

Course Title	<b>BA (Hons) Event Management</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>360 Credits Level 4: 120 Credits Level 5: 120 Credits Level 6: 120 Credits</b>
Mode of Attendance	<b>Full-time and part-time</b>
Standard Length of Course <sup>3</sup>	<b>3 years full-time</b>
Intended Award	<b>BA (Hons) Event Management</b>
Named Exit Awards	<b>DipHE Event Management 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 or above (or equivalent) Subject to interview</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 course. The information provided is accurate for students entering level 4 in the 2019-20 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 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.

<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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### 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 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
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

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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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### 11. Key / transferable / lifelong learning skills

12. Demonstrate originality of thought and creative problem solving
13. Demonstrate an ability to manage own learning and identify and carry out professional development
14. Employ interpersonal skills of effective listening, negotiating, persuasion and presentation
15. 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 Subject Benchmark Statements:

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

### Course Structure

The BA (Hons) Event Management comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules are included within the course 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
	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 modules from the following options:		
	Employment Law	20	O
	Corporate Reputation Management	20	O
	Principles of Fundraising and Sponsorship	20	O

<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 II	20	O
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 module from the following options:		
	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. Students who leave the course early may be eligible for a DipHE Event Management on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE Event Management on successful completion of 120 credits including the mandatory module at level 4.

**Course Delivery**

The course is delivered at Ipswich. Students studying full-time on BA (Hons) Event Management 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 and 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 will be coursework (including essays, reports, presentations, group work, reflective learning journals and research projects and live projects).

**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.

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### **Course Costs**

Students undertaking BA (Hons) Event Management will be charged tuition fees as detailed below:

Student Group	Tuition Fees
Full-time UK/EU	£9,250 per year
Part-time UK/EU	£1,454 per 20 credit module
Full-time International	£11,790 per year
Part-time International	£1,965 per 20 credit module

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 as applicable and incur other costs for optional field trips or exhibitions.

### **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](#).