

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University		Faculty responsible for the programme Bournemouth University Business School	
Final award(s), title(s) and credits/ BA (Hons) Events Management 360 credits (180 ECTS)			
Intermediate award(s), title(s) and credits Dip HE Events Management 240 credits (120 ECTS) Cert HE Events Management 120 credits (60 ECTS)			
UCAS Programme Code(s) (where applicable and if known) N820		HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100083 major part / 100079/ 100075	
External reference points QAA Chapter 1: The National Level (incorporating the Framework for Higher Education Qualifications (FHEQ)); QAA Subject Benchmark Statements (HLST) General Business and Management 2015 Events, Hospitality, Leisure, Sport and Tourism 2016 Chartered Management Institute 21st Century Leaders Report February 2018 Chartered Management Institute Framing the Future, Boosting employability & productivity April 2017 Chartered Association of Business Schools Rethinking Business education for the Future 2017 JISC What makes a successful learner July 2016			
Professional, Statutory and Regulatory Body (PSRB) links Chartered Institute of Marketing (<i>Linked to specific units</i>) Charted Management Institute (<i>Linked to specific units</i>) Association for Project Management (<i>Linked to specific units</i>) Institute of Data and Marketing (<i>Linked to specific units</i>)			
Places of delivery Talbot Campus, Bournemouth University			
Mode(s) of delivery Full Time Sandwich		Language of delivery English	
Typical duration 4 years (including placement year) Or 3 years for BUV Partner students			
Date of first intake September 2024		Expected start dates September	
Maximum student numbers 150		Placements Sandwich: Minimum 30 weeks compulsory between Level 5 and 6 (Level P). Or For BUV Partner students: the 30 weeks will normally be embedded throughout the Programme but include a 15-week block between Level 5 and level 6 Placement support offered by department plus placement recruitment fairs. Option for students to submit own placement provider subject to confirmation by the programme team of suitability.	
Partner(s) Not applicable		Partnership model Not applicable	
Date of this Programme Specification March 2025			
Version number v2.4-0925			
Approval, review or modification reference numbers E232410			

BUBS 2324 20, approved 14/03/2024, previous version 2.0 -0924
BUBS 2425 06, approved 17/01/2024, previous version 2.1 -0925
E232444 event with modification BUBS2425 17 approved 01/08/2024. And BUBS2425 18 approved 20/03/2025, previously v2.2

Author

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PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Events Management									
Year 1/Level 4 Students are required to complete 6 core units.									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2				
Marketing the Experience	Core	20		30	70	36	1.0	100075 100%	
Events and the Creative and Cultural Industries	Core	20		30	70	36	1.0	100083 100%	
Global Business Environment	Core	20		50	50	40	1.1	100449 100%	
Wellbeing through Events	Core	20		50	50	36	1.0	100653 50%	100083 50%
Events for Sustainable Futures	Core	20		50	50	36	1.0	100083 100%	
Innovative Event Concepts	Core	20		60	40	36	1.0	100083 100%	
Progression requirements: Requires 120 credits at Level 4.									
Exit qualification: Cert HE Events Management (requires 120 credits at Level 4)									

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Year 2/Level 5

Students are required to complete 4 core units and choose 2 option units. To ensure a high-quality student experience, option units require minimum numbers to run and so they may only be available on a semester-by-semester basis. We will continually review options units to ensure that they remain current and relevant and so the options units may change from year to year. In instances of changes, students will be notified in advance of a semester starting.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2				
Digital Marketing Communications	Core	20		50	50	36	1.2	100075 100%	
Ethical and Safe Event Management	Core	20		50	50	36	1.0	100083 100%	
Project Management	Core	20		100		36	1.0	100812 100%	
The Live Event	Core	20		50	50	36	1.0	100083 100%	
Consumer Behaviour and Contemporary Issues	Option	20	60	40		40	1.0	100075 100%	
Globally Responsible Business Practice	Option	20		100		40	1.0	100078 100%	
Finance for Tourism, Hospitality and Events	Option	20		100		36	1.0	100100/ 100087 and 100107 (balanced)	
Managing E-Sports	Option	20		50	50	36	1.0	100097 100%	
Business Events	Option	20		50	50	36	1.0	100083 100%	
The Tourist Experience	Option	20		50	50	36	1.0	100891 100%	
Professional Development for the Sport and Event industries	Option	20		100		36	1.0	100097 / 100083 balanced	

Progression requirements: Requires 120 credits at Level 5.

Exit qualification: Dip HE Events Management (requires 120 credits at Level 4 and 120 credits at Level 5).

Year 3/Level P – Compulsory placement year in industry/business for students on Sandwich Programme

Exemption is possible for those who have worked in industry/business at a relevant level subject to approval from the BU Placement Exemption Board

Progression requirements for students on Sandwich: Satisfactory completion of a minimum 30-week placement in industry/business

Programme Specification - Section 2

Year 3/4/Level 6

Students are required to complete 3 core units and choose 2 optional units. To ensure a high-quality student experience, option units require minimum numbers to run and so they may only be available on a semester-by-semester basis. We will continually review options units to ensure that they remain current and relevant and so the options units may change from year to year. In instances of changes, students will be notified in advance of a semester starting.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2				
Dissertation (Events)	Core	40		100		30	2.0	100083 100%	
Strategy and Leadership	Core	20		50	50	36	2.0	100083 100%	
International Event Management	Core	20		100		36	1.0	100083 70%	100079 30%
Managing Sport and Events for Sustainable Development	Option	20		30	70	36	1.1	100097 100%	
Digital Marketing	Option	20		60	40	40	1.0	100075 100%	
Visitor Attractions Management	Option	20		100		39	1.2	100875 90%	100079 10%
Fashion Business	Option	20		100		40	1.0	100075 100%	
Sport Tourism	Option	20		100		36	2.0	100097 100%	-
Marketing and Consumption of Music	Option	20		100		36	1.0	100075 100%	
Financial Management	Option	20		100		39	1.0	100107 90%	100079 10%
Managing Crises and Disasters	Option	20		100		39	1.3	100875 70%	100079 30%
Applied Sales and Marketing in Sport	Option	20		100		36	2.0	100097 major / 100075 minor	
Food, Culture and Travel	Option	20		60	40	39	1.2	100875 100%	
Entrepreneurship and Business Ventures	Option	20		100		40	1.0	101221 100%	

Exit qualification: BA (Hons) Events Management

Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of placement weeks.

AIMS OF THE DOCUMENT

The aims of this document are to:

- Present the background to the BA (Hons) Events Management
- Define the structure of the BA (Hons) Events Management
- Identify the programme and the level learning outcomes
- Articulate the regulations governing the BA (Hons) Events Management award

AIMS OF THE PROGRAMME

This programme is located within the BU Business School and provides a programme which is both professional and contributes to the strategic plan of Bournemouth University. The programme is designed to provide the opportunity for students to acquire an academically rigorous education in the events management field, whilst at the same time developing professional, intellectual and inter-personal skills.

This programme will produce graduates who have developed the skills employers are seeking, including inter-personal, communication and information technology skills. This matches recent studies that identify the changing skills base of the professions that suggest employers are increasingly looking for the 'softer' skills of communication, general management and technological adeptness. The Chartered Management Institute have published their 21st Century Leaders Report (Feb 2018), which states that the top five skills employers want from 21st century leaders are: taking responsibility; people management skills; honest & ethical approaches; problem solving & critical analysis; collaboration & team working. This programme meets these in the following ways through its aim to develop critically informed, agile and resourceful graduates who:

1. Demonstrate a strategic and systematic understanding of the principles and methods of working informed by current research and industry best practice that are appropriate to the event industry.
2. Deploy established techniques of analysis and critical enquiry to evaluate the complexity of the global nature of the events industry.
3. Demonstrate conceptual understanding of current research and industry best practice in order to solve problems, make decisions and develop innovative solutions appropriate to the challenges of the event industry.
4. Have an appreciation of the uncertainty, ambiguity and limits of knowledge within the complex and evolving event industry.
5. Demonstrate an ability to critically evaluate arguments, assumptions, abstract concepts and data to address contemporary societal challenges, including at the level of the local and global, and to include social policy agendas.
6. Are self-reliant, self-disciplined learners capable of using scholarly materials and primary sources appropriate to working in an interdisciplinary environment.
7. Demonstrate an ability to communicate ideas, problems and solutions across different media to specialist and non-specialist audiences.
8. Are able to manage their personal career development and lifelong learning to meet the challenges presented by a career in a national or international environment appropriate to the event industry.
9. Have developed analytical techniques and problem-solving skills that can be applied in many types of employment.
10. Graduate as future event leaders with an enhanced appreciation of the importance of sustainable and safe events.

This programme aims to give students a thorough understanding of the events industry as well as the managerial perspective on running events organisations. This programme addresses the industry's needs for graduates with the knowledge, skills and competencies to take up a variety of roles within the events industry and related sectors.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The BA (Hons) Events Management degree is aligned with the strategic plan in the following ways:

- It seeks to fuse education, with the research and professional practice experience of the teaching team (A1 & A2);
- It involves partnerships with the events industry at a local, regional and national level with strong emphasis and influence on the sustainability agenda (C3);

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- It has a strong international focus in the range of case studies used in teaching; in the opportunities for student placements; in the opportunity to study abroad; and in the opportunity for final year project research. Students will therefore gain a global perspective and understand events as global citizens (D2);
- The curriculum is underpinned by the established international excellence of the Department of Sport and Event Management (B2);
- The curriculum includes opportunities for real-world learning opportunities (in the form of guest speakers, field visits and the opportunity to undertake a work placement) (A2 & A3);
- The programme prepares students with the skills and experience to meet the changing demands of the workplace & society (C1 C2 & C3) and will enable students to develop high-level graduate skills (B1 & D2);
- The programme seeks to inspire students to make a difference to the world and in particular an inclusive and diverse 21st century (C3 & D1).

The BA (Hons) Events Management programme is underpinned by the BU values of *excellence* (in teaching, research and professional practice); *inclusivity* (enabling fair access, equality and diversity in an inclusive and welcoming community); *creativity* (cultivating an enquiring spirit, creative approaches and innovation, and taking advantage of opportunities to learn from other cultures and societies); and *responsibility* (a commitment to ethics and sustainability in the teaching of events management).

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, workshops, seminars, live event delivery, small-group activities, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e., formative and summative assessment) and the taught elements and independent study workload (i.e., lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Final Year Projects at Levels 6 and 7 are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

GROUP WORK

During the programme students are assessed individually but will also work collectively and complete some assessments as a group. Given the nature of the events industry we feel that group work is an incredibly valuable opportunity for students to emulate the kinds of opportunities and challenges they will experience as graduates. Group work enables students to reach collective solutions, to develop their negotiation skills, and enhance their leadership skills as they draw on the strengths of group members to achieve excellent outcomes. All group work is monitored by the unit leader, and there are set group working protocols that students are expected to follow to ensure parity and to enable group members to thrive.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to develop and demonstrate critical knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>A1 Events organisations, their external environment and how they are managed;</p> <p>A2 Wide ranging theories, concepts, and practices relevant to events management informed by research and professional practice in the field;</p> <p>A3 How events organisations approach and impact on contemporary societal challenges;</p> <p>A4 The moral, ethical, legal, and environmental issues underpinning good management practice in an international context;</p> <p>A5 Working within a multi and inter disciplinary approach to study;</p> <p>A6 The application of core management disciplines and methods of working;</p> <p>A7 Planning, designing, and executing practical activities using innovative techniques and procedures.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> lectures (A1-A7) workshops (A1-A7) seminars (A1-A7) directed reading (A1-A7) blended learning (A1-A7) peer learning (A1, A2, A3) independent research (for dissertation) (A2, A5, A6) field study (A1-A7) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> essays (A1-A7) reports (A1-A7) presentations (A2-A6) oral presentation (A1, A2, A5, A6) dissertation (A1-A7)
<p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p>B1 Critically evaluate arguments, assumptions, concepts and data by using supporting evidence in order to make judgments/decisions and to construct appropriate approaches to achieve a solution to a problem;</p> <p>B2 Devise and sustain arguments to solve problems, both familiar and unfamiliar, through use of ideas and techniques current in the study of events.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (B2, B3) seminars (B1-B5) workshops (B1-B5) directed reading (B1–B5) blended learning (B1-B5) independent research (for dissertation) (B1-B5)

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<p>B3 Analyse and critically appraise existing sources relevant to events management and to adopt current theories and techniques to solve problems and to make recommendations;</p> <p>B4 Critically apply knowledge to a range of familiar and unfamiliar situations in events management;</p> <p>B5 Carry out research that involves identifying and applying appropriate research methods and techniques, and to execute suitable analysis of collected data.</p>	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> essays (B1-B5) reports (B1-B5) presentations (B1-B5) dissertation (B1-B5)
<p>C: Practical skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>C1 Critically evaluate, apply and utilise techniques and practice in strategic and operations management, and to demonstrate a critical understanding of management and business issues particular to events management;</p> <p>C2 Confidently and competently make use of information technologies, including working effectively in an online environment;</p> <p>C3 Conduct research into business, management and societal issues, either individually or as part of a team and to identify trends, opportunities and innovations at corporate and events industry level with a view to be able to manage necessary change required;</p> <p>C4 Use appropriate skills to communicate effectively in business situations including preparing and presenting business reports, verbally and electronically;</p> <p>C5 Apply core events business theories in a practical context through planning, designing and/or executing practical event activities using appropriate techniques and procedures;</p> <p>C6 Critically evaluate and respond appropriately to the key drivers that prevail within the 21st century events industry in relation to its principal stakeholders, and in relation to sustainability, ethics, diversity, inclusivity, and similar global agendas.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (C1) seminars (C1-C5) workshops (C1-C5) directed reading (C1, C3) blended learning (C1-C5) independent research (for dissertation) (C1, C3, C4) field study (C1, C3, C4, C5) <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> essays (C1-C6) reports (C1-C6) presentations (C2, C5, C6) dissertation (C1-C6)
<p>D: Transferable skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>D1 Communicate effectively and with confidence by oral, written and visual means;</p> <p>D2 Deploy a range of IT skills in order to operate efficiently in a working environment within an events management context;</p> <p>D3 Critically analyse data within the context of the events industry using appropriate techniques in order to make informed judgements and solve problems;</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (D6) seminars (D1-D6) workshops (D1-D6) directed reading (D1, D3) blended learning (D1-D6) peer learning (D1, D2, D4) independent research (for dissertation) (D1, D2, D3, D6)

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<p>D4 Work successfully in collaboration with others, adopting a leadership role where and when appropriate;</p> <p>D5 Plan and manage continued personal and professional learning by setting appropriate and achievable goals for future employment;</p> <p>D6 Demonstrate competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development;</p> <p>D7 Demonstrate creativity in problem solving across the discipline area.</p>	<ul style="list-style-type: none"> field study (D1, D2, D3, D4, D6)
	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> essays (D1-D7) reports (D1-D7) presentations (D1-D4, D7) dissertation (D1 – D7)

LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>A1 Events organisations and their external environment;</p> <p>A2 Concepts, theories and practices relevant to events management, informed by research and professional practice in the field;</p> <p>A3 How events organisations approach or impact on contemporary societal challenges;</p> <p>A4 The moral, ethical, legal, and environmental issues underpinning good management practice;</p> <p>A5 The importance of a multi and inter disciplinary approach to study;</p> <p>A6 Core management disciplines and methods of working;</p> <p>A7 Planning, designing and executing practical activities using relevant techniques and procedures.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (A1-A7) seminars (A1-A7) workshops (A1-A7) live event delivery (A1-A7) directed reading (A1-A7) blended learning (A1-A5) peer learning (A2) <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> examinations (A1-A7) essays (A1-A7) reports (A1-A7) presentations (A2-A4) portfolio (A1-A7) live event (A1-A7)
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p>B1 Evaluate arguments based on existing concepts and data in order to make informed decisions relevant to events management;</p> <p>B2 Apply a problem-solving approach to developing arguments, both familiar and unfamiliar through the use of ideas and techniques current in the study of events.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (B1-B5) seminars (B1-B5) workshops (B1-B5) directed reading (B1-B5) blended learning (B1-B5) live event (B1-B5)

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<p>B3 Analyse existing sources relevant to events management and adopt current theories and techniques to solve problems and to make recommendations;</p> <p>B4 Apply knowledge to a range of familiar and unfamiliar situations in events management;</p> <p>B5 Carry out research that involves applying appropriate research methods or analysis techniques.</p>	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (B1, B3) • essays (B1-B5) • reports (B1-B5) • presentations (B1-B5) • live event (B1-B5) • portfolio (B1-B5)
<p>C: Practical skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>C1 Evaluate, apply and utilise techniques and practice in strategic and operations management and to demonstrate an understanding of management and business issues particular to events management;</p> <p>C2 Show competence in the use of information technologies and communications including working effectively in an online environment;</p> <p>C3 Conduct research into business and management and societal issues, either individually or as part of a team to identify trends, opportunities and innovations at corporate and industry level;</p> <p>C4 Use appropriate skills to communicate effectively in business situations, including in the employment context;</p> <p>C5 Demonstrate an understanding of the core events business disciplines and apply these in a practical context through planning, designing and/or executing practical event activities using appropriate techniques and procedures;</p> <p>C6 Identify the key drivers that prevail within the 21st century events industry in relation to its principal stakeholders, and in relation to sustainability, ethics, diversity, inclusivity and similar global agendas and the response of the industry.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (C1-C6) • seminars (C1-C6) • live event delivery (C1-C6) • directed reading (C1, C3) • blended learning (C1-C6) • peer learning (C3) <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (C1) • essays (C1-C6) • reports (C1-C6) • presentations (C2, C5) • live event (C1-C6) • portfolio (C1-C6)
<p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>D1 Communicate proficiently by oral, written and visual means;</p> <p>D2 Demonstrate competence in a range of IT skills in order to operate in a working environment within an events management context;</p> <p>D3 Analyse data within the context of the events industry using appropriate techniques in order to make informed judgements and solve problems;</p> <p>D4 Work successfully in collaboration with others, adopting an emerging leadership role where and when appropriate;</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (D1, D3, D6) • seminars (D1-D7) • live event delivery (D1-D7) • directed reading (D1, D3, D6) • blended learning (D1-D7) • peer learning (D4) <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (D1) • essays (D1-D7) • reports (D1-D7)

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<p>D5 Plan and manage continued personal and professional learning by setting appropriate and achievable goals;</p> <p>D6 Deploy reflective learning to analyse personal strengths and weaknesses and sensitivity to other people working towards personal, career and academic development;</p> <p>D7 Apply creativity in problem solving.</p>	<ul style="list-style-type: none"> • presentations (D1-D4, D6) • portfolio (D1-D7) • live event (D1-D7)
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LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>A1 Events organisations</p> <p>A2 Underlying concepts, theories and practices relevant to events management;</p> <p>A3 How events organisations approach contemporary societal challenges;</p> <p>A4 The moral, ethical, legal, and environmental issues that impact the events industry;</p> <p>A5 The multi and inter disciplinary areas related to events management;</p> <p>A6 Core management disciplines;</p> <p>A7 Planning, designing and executing practical activities.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (A1-A7) • seminars (A1-A7) • workshops (A1-A7) • live event delivery (A1-A7) • directed reading (A1-A7) • blended learning (A1-A3) <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (A1-A7) • reports (A1-A7) • presentations (A1-A3) • live event (A1-A7) • portfolio (A1-A7)
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level outcomes:</p>
<p>B1 Identify the use of arguments, assumptions, concepts and supporting evidence to solve problems;</p> <p>B2 Devise arguments to solve familiar and unfamiliar problems through the use of ideas and techniques current in the study of events;</p> <p>B3 Recognise existing sources relevant to events management and the theories and concepts adopted to solve problems;</p> <p>B4 Apply knowledge to a range of familiar situations in events management;</p> <p>B5 Understand the basis of research methods and analysis techniques.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (B1-B5) • seminars (B1-B5) • workshops (B1-B5) • live event delivery (B1-B5) • directed reading (B1, B3) • blended learning (B1-B5) <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (B1-B5) • reports (B1-B5) • presentations (B1-B5) • live event (B1- B5) • portfolio (B1-B5)
<p>C: Practical skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve</p>

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	and to demonstrate the level learning outcomes:
<p>C1 Apply techniques and practice in strategic and operations management;</p> <p>C2 Demonstrate primary skills in the use of information technologies, including working effectively in an online environment;</p> <p>C3 Develop basic research skills in business, management and societal issues, either individually or as part of a team</p> <p>C4 Develop skills to communicate effectively in business situations;</p> <p>C5 Demonstrate a base understanding of the core events business disciplines and how these are related to the planning, designing and/or executing of practical event activities.</p> <p>C6 Identify the key drivers that prevail within the 21st century events industry in relation to its principal stakeholders, and in relation to sustainability, ethics, diversity, inclusivity and similar global agendas.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (C1, C3, C5) • seminars (C1-C6) • workshops (C1-C6) • live event delivery (C1-C6) • directed reading (C1, C3) • blended learning (C1-C6) <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (C1-C6) • reports (C1-C6) • presentations (C2, C4, C5, C6) • live event (C1-C6) • portfolio (C1-C6)
<p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>D1 Communicate by oral, written and visual means;</p> <p>D2 Develop primary IT skills in order to operate in a working environment within an events management context;</p> <p>D3 Recognise appropriate data analysis techniques within the context of the events industry;</p> <p>D4 Work in collaboration with others;</p> <p>D5 Plan and manage personal learning and setting of goals;</p> <p>D6 Develop primary skills in self-directed and reflective learning;</p> <p>D7 Develop creativity in problem solving.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (D3) • seminars (D1-D7) • workshops (D1-D7) • live event delivery (D1-D7) • directed reading (D1, D3) • blended learning (D1-D5) • peer learning (D4) <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (D1-D7) • reports (D1-D7) • presentations (D1-D4, D6) • live event (D1-D7) • Portfolio (D1-D7)

ADMISSION REGULATIONS

The regulations for this programme:

- For applicants to study at BU refer to the BU Website: [Courses | Bournemouth University](#).
- For applicants to study at BUV refer to BUV website

PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria may apply. Please see the [Partner Register](#) for a full list of approved Recognition arrangements and agreed entry criteria:

[Approved Articulation routes: British University Vietnam \(BUV\) UK Pathway Programme \(UKPW\)](#)

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations.

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

It is a requirement for this undergraduate degree programme to incorporate a placement, as a compulsory element. As part of the BA (Hons) Events Management degree programme

For Sandwich students: placements occur during Year 3 (between Levels 5 and 6). Successful completion of the placement is required for progression to Level 6. Those students who successfully complete the placement will be eligible for the award of full-time sandwich degree.

For BUV Partner students: the 30 weeks will normally be embedded throughout the Programme but include a 15-week block between Level 5 and Level 6

PROGRAMME SKILLS MATRIX

Programme Intended Learning Outcomes		A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	D7
Units																										
L6	Dissertation (Events)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X		X	X	X
L6	Strategy and Leadership	X		X	X	X	X		X	X	X	X		X	X	X	X		X	X			X	X	X	X
L6	Managing Sport and Events for Sustainable Development	X	X	X	X				X	X	X	X		X	X		X		X	X	X		X	X	X	X
L6	Financial Management	X			X		X	X	X	X	X	X	X	X	X	X	X		X	X	X	X		X	X	
L6	International Events Management	X	X	X				X		X	X	X		X	X	X	X	X	X	X	X		X	X	X	
L6	Marketing and Consumption of Music	X	X	X		X	X		X	X	X	X			X	X			X	X	X		X	X	X	X
L6	Managing Crises and Disasters			X	X	X	X		X	X	X	X		X	X		X		X	X			X	X	X	
L6	Food Culture and Travel		X		X	X			X	X		X			X				X	X				X	X	
L6	Applied Sales and Marketing in Sport		X				X		X	X		X			X				X	X				X	X	
L6	Sport Tourism		X			X	X		X	X		X			X				X					X	X	
L6	Visitor Attractions Management		X			X	X	X	X	X		X		X	X	X			X	X				X	X	
L6	Digital Marketing		X			X	X			X		X			X				X	X			X	X	X	X
L6	Fashion Business		X		X	X	X		X	X		X			X				X	X	X			X	X	X
L6	Entrepreneurship and Business Ventures	x			x		x	x	x	x	x	x		x	x	x	x		x	x		x	x	x	x	x
L5	Digital Marketing Communications	X	X					X		X	X	X			X	X	X	X	X	X	X		X	X	X	X
L5	Ethical and Safe Event Management	X		X	X	X		X	X	X	X	X	X	X	X	X	X		X							
L5	Project Management	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X			X	X	X	X
L5	The Live Event	X	X	X		X		X	X		X	X		X	X	X	X	X	X	X			X	X	X	X
L5	Consumer Behaviour and Contemporary Issues		X		X	X	X	X	X	X	X	X			X				X	X				X	X	X
L5	Globally Responsible Business Practices		X	X	X		X		X	X	X	X			X		X		X	X					X	
L5	Finance for Tourism, Hospitality and Events	X	X				X	X	X	X	X	X		X	X	X	X		X	X	X	X		X	X	
L5	Managing E-Sports		X			X	X		X	X		X			X				X					X	X	
L5	Business Events	X	X		X	X	X		X	X	X	X			X		X		X	X	X			X	X	X
L5	The Tourist Experience		X	X	X	X			X	X	X	X			X				X	X				X	X	X
L4	Marketing the Experience	X		X					X	X	X	X			X		X		X	X	X		X	X	X	X
L4	Events and the Creative and Cultural Industries	X	X	X		X		X	X	X	X	X			X		X		X	X	X		X	X	X	X
L4	Global Business Environment		X	X	X		X								X		X		X	X		X		X	X	
L4	Wellbeing through Events	X	X	X	X			X	X	X	X	X		X	X	X	X	X	X	X	X		X	X	X	X
L4	Events for Sustainable Futures	X	X	X	X	X			X	X	X	X	X		X	X	X		X	X	X			X	X	
L4	Innovative Events Concepts	X	X	X		X			X	X	X	X			X		X		X	X	X		X	X	X	X