

Programme Specification: BA (Hons) Strategic Events Management

About the course		
1	Name of course and highest award	BA (Hons) Strategic Events Management (Single Honours, Level 6 Top Up)
2	Level of highest award (according to FHEQ)	6
3	Possible interim awards	
4	Awarding/validating institution	University of Gloucestershire
5	Teaching institution	University of Gloucestershire
6	Faculty responsible	Applied Sciences
7	Mode of study (full-time, part-time, etc)	Full time Part time
8	QAA Subject Benchmarks where relevant	Hospitality, Leisure, Sport and Tourism (2008)
9	Recognition by Professional, Statutory or Regulatory Body (PSRB), to include definition of the recognition	Accredited by the Institute of Hospitality
10	Other external points of reference	
11	Date of initial validation	March 2012
12	Date(s) of revision	
13	<p>The aims of the Strategic Events Management programme are:</p> <ol style="list-style-type: none"> 1. to provide an access route to an honours degree award for students who have studied a related higher diploma equivalent to at least 240 CATs points. 2. to enable students to build on their accredited prior learning to achieve Level 6 learning outcomes 3. to provide a programme with a strategic focus on the events sector. 4. to develop thoughtful, reflective and self-directed graduates who can theorise practice and apply their skills, and their knowledge and understanding to management roles in the events industry 	

	<p>Learning Outcomes</p> <p>Students completing the Level 6 top up award will be able to:</p> <ul style="list-style-type: none"> • adopt an interdisciplinary and cross-disciplinary approach to researching and interpreting strategic events management issues; • critically analyse, evaluate and synthesise theories, concepts and practice in a variety of events management contexts; • work independently on a self-selected or negotiated project; • reflect on practice using evidence from a range of appropriate sources
14	<p>Learning outcomes of the course</p> <p>Knowledge and understanding: students should be able to demonstrate an awareness of:</p> <ol style="list-style-type: none"> 1. issues and debates in the professional development of the events management field. 2. the multi-disciplinary nature of management in the events sector. 3. how a range of generic and specialist management skills needed for the day to day operation and strategic development of events organisations. 4. how the external environment influences the nature and scope of events. 5. critical issues facing the events sector and its managers. 6. range of methods of acquiring, interpreting and analysing information appropriate to the study of events management. <p>Intellectual (thinking) skills – students should be able to:</p> <ol style="list-style-type: none"> 7. Plan, design and execute research activities using appropriate techniques and procedures. 8. Recognise, apply, synthesise and critically evaluate a range of theories and concepts relevant to events management. <p>Subject specific (practical and professional) skills – students should be able to:</p> <ol style="list-style-type: none"> 9. Comment critically on the utility of a range of theories, models and concepts of events management. 10. Evaluate the application of strategic approaches to managing the development of events management operations. 11. Analyse critically the social, political, economic and physical contexts of the events management industry. 12. Plan, design, execute and communicate a sustained piece of independent intellectual work relevant to events management. <p>Transferable/key skills – students should be able to:</p> <ol style="list-style-type: none"> 13. Apply a range of numerical skills and techniques. 14. Effectively communicate ideas through the use of written, oral and visual presentation skills. 15. Use ICT skills to access and present relevant data and evidence. 16. Contribute effectively and fully to group-based learning activities and assessed tasks. 17. Effectively plan and manage their independent learning experience.

15	<p>Learning and teaching strategy – In accordance with the University of Gloucestershire’s Learning and Teaching Strategy (2011-2015), all School of Leisure programmes focus on the following four key educational priorities:</p> <ul style="list-style-type: none"> • Independent and collaborative learning • Learning for life and employment • Learning for the future • Research/practice –informed learning and teaching <p>Implementation of, and exposure to these priorities, will contribute to the development of a set of associated attributes that aid graduates to be:</p> <ul style="list-style-type: none"> • independent and collaborative learners • prepared for life and employment • adaptable and critical thinkers • reflective in planning and taking actions <p>The course’s approach to learning and teaching, including via blended learning, enables learning outcomes to be achieved and demonstrated by the student in a diversity of ways. There is a focus on relevance to the work environment and on career development, whilst maintain academic standards through incorporation of theoretical critiques of events management businesses and environments.</p> <p>A wide range of teaching and learning methods are used on the course, including lectures, seminars, tutorials, group work, guided reading and independent study tasks.</p> <p>The focus of the award is on the strategic aspects of events management and critiquing the management of consumer experiences. Students’ critical understanding of events management is extended through the compulsory <i>Critical Issues in Events Management</i> and <i>Responsible Events</i>. The strategic management skill and knowledge required at Level 6 are developed through the compulsory <i>New Business Development</i>, <i>Strategic Human Resource Management</i>, <i>Strategic Financial Management</i> and <i>Marketing and Communications</i>.</p> <p>Independent learning is specifically developed through the self-directed study tasks within each module, whilst investigative skills will be enhanced through <i>Investigative Study</i>.</p>
16	<p>Learning and teaching methods</p> <p>HEFCE requires that the University’s Key Information Set (KIS) indicates the proportion of time in each year of study that students can expect to engage in the following activities (express as a percentage for each level).</p>

	<ul style="list-style-type: none"> Scheduled learning and teaching activities (including lectures, seminars, tutorials, dissertation meetings, demonstration, practical workshops, fieldwork, external visits, work-based learning); Guided independent learning; Placement and study abroad 		
	Level 6	Scheduled learning and teaching activities	25%
		Guided independent learning	75%
17	Assessment strategy	<p>Assessment reflects the diversity of teaching and learning indicated above. Methods used include individual essays, projects, reports and portfolios (e.g. <i>Strategic Financial Management</i>), unseen exams (e.g. <i>Strategic Human Resource Management</i>), and group presentations and reports (e.g. <i>Critical Issues in Events Management</i>, <i>New Business Development</i>). These ensure that you can demonstrate your knowledge, understanding and cognitive (thinking) skills in a range of appropriate ways. The <i>Investigative Study</i> assessment encourages you to develop your ability to plan and conduct a sustained piece of desk-based independent study. The use of assessed group project work and individual case study reports in compulsory and core modules, ensures that you will have the opportunity to demonstrate those team working skills and problem solving</p>	
18	Assessment methods	<p>HEFCE requires that the University's Key Information Set (KIS) indicates the proportion of <u>summative</u> assessment in each year of study that will derive from the following:</p> <ul style="list-style-type: none"> Written exams Practical exams Coursework 	
	Level 6	Written exams	13%
		Practical exams	0%
		Coursework	87%
19	Location(s) of the course's delivery	Oxstalls Campus	
20	Admissions requirements	240 CATS points on UCAS Tariff	
21	Career and employability opportunities	<p>At Level 6, students have the opportunity to undertake a desk-based research project which critiques an events management organisation or issue, offering insight into an aspect of practice.</p> <p>Students will also have access to workshops which will operate at Level 6 where 'employability elements' are presented to students to highlight key strategies in finding employment, responding to job advertisements and key dates when the leisure sector seems to 'hunt for graduates' and when students should undertake employability tasks such as CV building and contacting companies.</p>	

22	<p>Management of Quality and Standards – the means by which the quality and standards of the course are assured at course, Faculty and University level is made by reference to the Quality Assurance Handbook, Academic Regulations for Taught Provision and associated guidance. This guidance is managed locally through the the School of Leisure Assessment Standing Panel and externally via the External Examiner.</p> <p>All assessed course work is sampled and this double marked by the Module teaching team. The sample is then scrutinised further by the External Examiner. The University operates an Appeal System where student grades can be challenged if an irregularity in due process can be proven to not have taken place.</p>
23	<p>Support for Students and for Student Learning</p> <p>At the University level, students are able to access information, advice and guidance on a range of issues as well as contacting most Student Services teams through the campus based Helpzones, either in person, accessing materials and advice via the website or by telephone/e-mail contact see www.glos.ac.uk/helpzones</p> <p>Available support specific to their studies includes Student Employability (careers advice and guidance and placement related activity), Disability, Dyslexia and Learning Support team and the Student Achievement team (including study skills tutors for academic and numeracy skills). Full details of all Student Services is available at - www.glos.ac.uk/studentsservices.</p> <p>Further general and programme specific support is available through the Libraries, Information Communication Technology Service Department and Learning Enhancement and Technological Support Department. Library and Information Services (LIS) support student learning by delivering effective, efficient and learner-focused services via the three campus libraries. These include traditional academic library resources, electronic information resources, open access IT and media facilities, integrated learner support, enquiry services, a choice of study spaces and access to the Archives and special collections. Students have access to expert help and advice in using the full range of resources to support their studies, whether they are working on or off campus. Full details of all LIS services are available at http://insight.glos.ac.uk/departments/lis/Pages/default.aspx.</p> <p>At Course level students are allocated an Academic Review Tutor, whose role is to be of academic and pastoral support throughout the student's entire University experience (at Levels 4, 5 and 6). They encourage students to engage in all learning activities and offer high quality support throughout the student's University life. Additionally all modules have allocated module tutors, who deliver a high quality learning experience, which includes lectures, individual and group tutorials as well as contextual career advice.</p>

24 Current Course Map

UNDERGRADUATE COURSE MAP 2015/16

BA (Hons) Strategic Events Management (Single Honours, Level 6 Top Up)
Course Leader: Andrew Bradley
Senior Tutor: Richard Harper
Notes:

To achieve your intended award you must meet the overall award requirements and the Course requirements.

Award Requirements

Students will possess a relevant tourism management related qualification equivalent of 240 CATs points on entry to the top up programme.

For the Honours degree students should:

- Achieve a total of 120 relevant credits at Level 6 (from the course map)
- Satisfy requirements with regard to compulsory and core modules

For the Ordinary Degree students should:

Achieve at least 60 relevant credits at Level 6 (from the course map)

Course Requirements:

LEVEL 4
To complete your programme you must pass the following compulsory modules:

LEVEL 5
To complete your programme you must pass the following compulsory modules:

LEVEL 6		
To complete your programme you must pass the following compulsory modules:		
LE6103 Responsible Events	15 CATS	SEM 1
LE6100 Critical Issues in Events Management	15 CATS	SEM 2
LE6006 Strategic Financial Management	15 CATS	SEM 1
LE6000 Strategic Human Resource Management	15 CATS	SEM 2
LE6001 Marketing and Communications	15 CATS	SEM 1
LE6004 Investigative Study	15 CATS	SEM 2
LE6008 New Business Development	30 CATS	Year