



LEEDS
BECKETT
UNIVERSITY

Course Specification

**PG Diploma Events
Management**

Course Code: PDEMP

2020/21

leedsbeckett.ac.uk

PG Diploma Events Management (PDEMP)

Material Information Summary for 2020/21 Postgraduate Applicants

Confirmed at Jan 20

General Information

Award	Post Graduate Diploma Events Management
Contained Awards	Post Graduate Certificate Events Management
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 7 of the Framework for Higher Education Qualifications, with 120 credit points at Level 7 of the Higher Education Credit Framework for England
Course Lengths & Standard Timescales	24 months (part time, distance learning, September start) 24 months (part time, distance learning, January start) 24 months (part time, distance learning, April start)
Part Time Study	PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.
Location(s) of Delivery	Distance Learning
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning . Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk .
Course Fees	Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk .

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)

- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/public-information)

There are no additional or non-standard regulations which relate to your course.

Key Contacts

Your Course Leader	Glenn Bowdin
Your Academic Advisor	An Academic Advisor drawn from the Course Team will be allocated to you at induction.
Your Course Administrator	Your Course Administrator can be contacted by emailing ETHMpostgraduate@leedsbeckett.ac.uk

Professional Accreditation or Recognition Associated with the Course

Professional Body	Association of British Professional Conference Organisers (ABPCO)
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Accreditation/ Recognition Summary

The school's UK Centre for Events Management is recognised as a Centre of Excellence by the Association of British Professional Conference Organisers (ABPCO). This ensures this course is relevant and well connected to the needs of the events industry.

Course Overview

Aims

The aims of the PG Diploma Events Management course are to:

- Develop an in-depth critical understanding of the current key political, social, cultural, environmental, economic and ethical issues which inform international events management and to apply such understandings to a wide range of international events including cultural, promotional, special interest and major events;
- Draw on a range of marketing, financial, operational, risk management and human resources management knowledge and skills in order to deliver a successful, safe, creative event in an international context;
- Develop a range of complex problem solving skills and abilities to enable students to set, negotiate and meet personal objectives and deadlines to identified standards and develop a range of complex problem solving skills and abilities transferable to the events workplace at managerial level;
- Equip students to devise and critically evaluate valid and reliable methods and instruments for data and information collection and analysis, and evaluate and critique advances in contemporary theories, strategies and methodologies for the investigation and solution of professionally-oriented research problems in relation to an extended piece of research;
- Develop graduates at masters' level with holistic and strategic abilities in order that they can make a significant contribution to the sphere of events management.

Course Learning Outcomes

At the end of the course, students will be able to:

1. Demonstrate a critical understanding of the key socio-cultural, political, economic and environmental factors that shape the events sector internationally.
2. Understand and critically evaluate the place, theory, and practice, of strategic management within the events context.
3. Critically examine the relationship between human resource strategies and performance in international companies.
4. Critically review current theory and practice relating to experiential marketing and the consumer and consumption experience.
5. Consider the strategic management of, and impacts of 'risk' (financial, operational and environmental) in the events context.
6. Analyse complex issues, effectively interpret data, and clearly communicate outcomes from an informed position through a range of mediums.
7. Work independently and demonstrate an ability to plan and manage their own work.

Teaching and Learning Activities

Summary

Within the 200 hours of activity per 20 credit point module, students will access online materials in a variety of media, participate in online webinars and tutorials, and execute challenging and authentic events-related tasks, individually or in collaboration with other students. Each 20 credit point module has been designed as follows:

- 20 Hours pre-module background work and acquiring academic skills;
- 100 hours core directed learning;
- 40 hours supplementary reading;
- 40 hours researching and writing the Summative Assessment.

Each module will involve 100 hours of core directed learning, there is then 100 hours of supplementary guided learning and assessment completion, arranged as described in the Module Specifications to reflect the subject matter involved. In support of their studies, students will also conduct their own research on the topics in question, consult digital and other information resources and complete directed readings and other tasks. Teaching activities have been selected to represent a challenging and stimulating diet of activities for the student. The following learning and teaching activities will be used across the modules:

- Students will be expected to contribute having done some preparatory reading in advance;
- Students will participate in e-activities, sometimes in small groups to engage with learning activities;
- Students will work independently to research the relevant literature predominantly using electronic databases and search engines;
- Students will complete directed activities and formative assessments which will inform the content of scheduled sessions, providing opportunities for feedback;
- Some specific examples of activities may include: online discussion of a range of articles, blog activity evaluating industry risk assessments, online open whiteboard exercises to develop optimal layout of an event, webinar discussion of a brief for using an event to promote a new product, online journal to develop a strategy to respond to government policy, exercise to apply risk models to real event situations, developing an engagement and reward strategy for volunteer recruitment, webinar discussion to explore ideas as to how the events industry will respond to future air travel scenarios, and so on.

These activities are all laid out in a Module Handbook and on the VLE but individual learning contracts may be used within the course, where appropriate, as a method of planning student work. The module learning activities are detailed in each Module Specification.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 7 Core Modules

Impacts and Risks in Event Management

International Strategic Human Resources Management

Events Operations and Quality Management

Events Creativity and Innovation

Strategic Management for Events

Experiential Marketing

Assessment Balance and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course are calculated from core modules.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

On this course students will be assessed by coursework.

Workload

Overall Workload for the Course	
Teaching, Learning and Assessment	600 hours
Independent Study	600 hours

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Advice Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team

in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to studentadvicehub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.

PG Diploma Events Management (PDEMP)

Material Information Summary for Current Postgraduate Students

Confirmed at [Jan 20](#)

Location(s) of Delivery Distance Learning

Policies, Standards and Regulations

There are no additional or non-standard regulations which relate to your course.

Professional Accreditation or Recognition Associated with the Course

Professional Body Association of British Professional Conference Organisers (ABPCO)

Accreditation/ Recognition Summary

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Assessment Balance and Scheduled Learning and Teaching Activities by Level

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