



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

**PG Diploma International  
Events Management**

**Code: PDIEM**

**2021/22**

[leedsbeckett.ac.uk](https://leedsbeckett.ac.uk)

# ***PG Diploma International Events Management (PDIEM)***

## **Material Information Summary for 2021/22 Postgraduate Applicants**

Confirmed at April 2021

### **General Information**

<b>Award</b>	Post Graduate Diploma International Events Management
<b>Contained Awards</b>	Post Graduate Certificate International Events Management
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification &amp; Credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 120 credit points at Level 7 of the Higher Education Credit Framework for England
<b>Course Lengths &amp; Standard Timescales</b>	<p>Start dates will be notified to students via their offer letter. The length of the course is confirmed below and modes of delivery will be confirmed prior to the start date in line with Government guidance:</p> <ul style="list-style-type: none"><li>12 months (full time, September start)</li><li>15 months (full time, January start)</li><li>24 months (part time, September start)</li><li>27 months (part time, January start)</li></ul>
<b>Part Time Study</b>	<p>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.</p>
<b>Location(s) of Delivery</b>	Headingley Campus, Leeds
<b>Entry Requirements</b>	<p>Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: <a href="http://www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning">www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning</a>.</p> <p>Admissions enquiries may be directed to: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a>.</p>

## 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](mailto: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/academicregulations](http://www.leedsbeckett.ac.uk/academicregulations))

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

## Key Contacts

### Your Course Director

Simon Bell

### Your Academic Advisor

An Academic Advisor drawn from the Course Team will be allocated to you at induction.

### Your Course Administrator

Tom Greasley [events@leedsbeckett.ac.uk](mailto:events@leedsbeckett.ac.uk) 0113 812 1824

## Sandwich or Other 'In Year' Work Placement Information

### Summary

Students will undertake one or more periods of work-based learning within an appropriate industry context as part of the compulsory Professional Practice module.

### Length

Minimum 80 hours

### Location

Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependent on the opportunity.

## Professional Accreditation or Recognition Associated with the Course

### Professional Body

Association of British Professional Conference Organisers (ABPCO)

## **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 programme 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, MICE (meetings, incentives, conferences exhibitions), experiential, special interest, festivals and major events;
- Draw on a range of marketing, financial, operational, risk and safety 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 international events workplace at a strategic level;
- Develop graduates at masters level with holistic, strategic and critical abilities in order that they can make a positive contribution as future leaders in international events.

## **Course Learning Outcomes**

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

- 1 Demonstrate a critical awareness of the key socio-cultural, political, economic and environmental factors that shape the events industry internationally;
- 2 Critically apply management concepts to international event organisations to enhance their performance;
- 3 Evaluate complex strategic issues facing international event organisations and develop appropriate responses to these issues;
- 4 Examine the management and impacts of 'risk' (financial, operational, environmental, safety and security) in the events context;
- 5 Acquire, analyse and interpret data, and clearly communicate outcomes from an informed position through a variety of methods;
- 6 Work autonomously and demonstrate an ability to plan and manage their own work and continuing professional development;
- 7 Form sound conclusions or solutions based on the critique and application of relevant research, theory and data.

# Teaching and Learning Activities

## Summary

Students will attend lectures and participate in small-group tutorials. They will execute challenging and authentic events-related tasks, individually and in groups, in seminars and workshop sessions. Each module will normally involve a total of 36 hours of contact with staff. 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 attend interactive lectures where they will be expected to contribute having done some preparatory reading in advance;
- Students will participate in tutorials where they will work 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 classroom activities would include: seminar discussion of a range of articles, group activity evaluating industry risk assessments, table-top exercise to develop optimal layout of an event, group response to a brief for using an event to promote a brand or new product, discussion to develop a strategy to respond to financial policy, exercise to apply risk models to real event situations and so on;
- External venue visits and guest industry speakers will be involved in at least four of the modules to add context and support understanding of key concepts.

These activities are all laid out in a module handbook and on the VLE (MyBeckett) but individual and group learning contracts may be used within the course, where appropriate, as a method of planning student work.

We will support you to achieve the learning outcomes of your course and its constituent modules through any means available to us but recognise the value of face-to-face contact in enabling your learning experience. As such, we will place an emphasis on face to face contact to the extent that public health guidance allows, finding an appropriate balance between on-line, face-to-face and blended teaching and learning activities that both fully supports you and keeps you safe as the current pandemic situation develops.

## 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.

### Full Time, September Start:

#### Level 7

Trimester 1	Core (Y/N)	Trimester 2	Core (Y/N)
Contemporary Issues in Responsible Events Management (20 credits)	Y	Experiential Marketing and Events (20 credits)	Y
Event Operations and Event Risk Management (20 credits)	Y	HRM and Leadership in Events (20 credits)	Y
Strategic and Financial Management for Events	Y	Professional Practice (20 credits)	Y

Organisations (20 credits)			
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**Full Time, January Start**

**Level 7**

<b>Trimester 1</b>	<b>Core (Y/N)</b>	<b>Trimester 2</b>	<b>Core (Y/N)</b>
Experiential Marketing and Events (20 credits)	Y	Contemporary Issues in Responsible Events Management (20 credits)	Y
HRM and Leadership in Events (20 credits)	Y	Event Operations and Event Risk Management (20 credits)	Y
Professional Practice (20 credits)	Y	Strategic and Financial Management for Events Organisations (20 credits)	Y

**Part Time, September Start:**

**Level 7**

**Year 1**

<b>Trimester 1</b>	<b>Core (Y/N)</b>	<b>Trimester 2</b>	<b>Core (Y/N)</b>
Contemporary Issues in Responsible Events Management (20 credits)	Y	Experiential Marketing and Events (20 credits)	Y
Event Operations and Event Risk Management (20 credits)	Y	HRM and Leadership in Events (20 credits)	Y

**Year 2**

<b>Trimester 1</b>	<b>Core (Y/N)</b>	<b>Trimester 2</b>	<b>Core (Y/N)</b>
Strategic and Financial Management for Events Organisations (20 credits)	Y	Professional Practice (20 credits)	Y

**Part Time, January Start:**

**Year 7**

**Year 1**

<b>Trimester 1</b>	<b>Core (Y/N)</b>	<b>Trimester 2</b>	<b>Core (Y/N)</b>
Experiential Marketing and Events (20 credits)	Y	Contemporary Issues in Responsible Events Management (20 credits)	Y
HRM and Leadership in Events (20 credits)	Y	Event Operations and Event Risk Management (20 credits)	Y

**Year 2**

<b>Trimester 1</b>	<b>Core (Y/N)</b>	<b>Trimester 2</b>	<b>Core (Y/N)</b>
Professional Practice (20 credits)	Y	Strategic and Financial Management for Events Organisations (20 credits)	Y

*The option modules listed are indicative of a typical year. There may be some variance in the availability of option modules.*

## **Assessment Balance and Scheduled Learning and Teaching Activities**

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

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 predominantly with some practical assessments.

### **Workload**

<b>Overall Workload for the Course</b>	
Teaching, Learning and Assessment	196 hours
Independent Study	924 hours
Placement	80 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](mailto: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.