



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Events Management

Course Code: EVMGT

2024/25

leedsbeckett.ac.uk

BA (Hons) Events Management (EVMGT)

Applicant Facing Course Specification for 2024/25 Undergraduate Entrants

Confirmed at December 2023

General Information

Award	Bachelor of Arts (with Honours) Events Management
Contained Awards	Bachelor of Arts Events Management Diploma of Higher Education Events Management Certificate of Higher Education Events Management
Awarding Body	Leeds Beckett University
Level of Qualification and Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total).
Course Lengths and Standard Timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below: <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus based, with a one year work placement)
Location(s) of Delivery	The teaching on your course will take place at Headingley campus.
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: https://www.leedsbeckett.ac.uk/student-information/course-information/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 for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) The Leeds Beckett app

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

Policies, Standards and Regulations (<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>)

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

Key Contacts

Your Course Director	Dr Lucy Laville
Your Academic Advisor	An Academic Advisor drawn from the Course Team will be allocated to you at induction.
Your Course Administrator	Jane Learmonth events@leedsbeckett.ac.uk

Sandwich or Other 'In Year' Work Placement Information

Summary

Students on the sandwich mode will undertake a placement in an events context between Level 5 and Level 6.

Length

Students on the sandwich mode will undertake a minimum of 30-week (normally 46 weeks) placement.

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)
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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

Events management is an occupation concerned with the professional delivery of planned events in a variety of contexts. These encompass the arts, culture, sport, politics, music, business and many other occasions where people are brought together for a specific purpose. Indeed, the professionalisation of events management has created an extensive range of career opportunities. This has led to the emergence of challenging jobs in an innovative industry that represents one of the fastest growing areas of the service sector. Event managers are in demand by organisations that require specialists to deliver every facet of the event in a proactive and skilful manner.

Aims

The aims of the programme are to:

- Develop graduates who are able to create and deliver a diverse range of events from conception through to evaluation;
- Develop students' key skills and abilities to build upon a range of events experiences they will gain on the course that is all based on rigorous academic knowledge and understanding;
- Provide a robust and effective personal development programme for each student from the point of entry to graduation and beyond, into future employment and further study;
- Provide a high quality learning experience based upon a coherent and integrated programme of applied learning, which reflects the dynamic and diverse nature of the global events industry;
- Provide a supportive, inclusive environment which progressively fosters independence in learning and which establishes a base for life-long learning and continuing professional development;
- Develop reflective learners who are able to show competence in a range of personal, professional and business skills, which will enhance their employability and contribution to society in general;
- Encapsulate the philosophy of widening participation by offering different modes of study, coupled with entry points for students with traditional and non-traditional backgrounds;
- Provide the opportunity to develop knowledge, skills and motivation as a basis for career development;
- Provide specialised studies of direct relevance to a range of administrative and operational management careers in events and related service industries;
- Develop students' critical academic abilities so that they may benefit from postgraduate study.

Course Learning Outcomes

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

- 1) Analyse and critically evaluate the concepts, development and defining characteristics of events as an area of academic and applied study in a global context.
- 2) Critically apply a range of skills and aptitudes to build competence in events planning, policy development and delivery within the international events industry.
- 3) Critique and apply relevant frameworks and models associated with the operational and strategic management of human, financial, digital, technological and physical resources within the global events industry.
- 4) Demonstrate employability, enterprise, digital literacy, and academic skills through practical work experience, engagement with professional practice and embedded study and research skills in order to provide progression routes into employment and further study.
- 5) Select, evaluate and apply the theories, techniques, strategies and developing practice of planning and delivering events in a range of contexts, including different platforms, target markets and sectors.
- 6) Demonstrate knowledge of ethical, policy and decision-making processes that inform event stakeholders and attendees.

Teaching and Learning Activities

Summary

The teaching methods deployed are chosen to match the aims and learning outcomes of each module, and so will vary between them. Knowledge and understanding, intellectual skills, practical skills and key skills are dispersed throughout the modules where they can be suitably contextualised towards events, and are clearly articulated to students in the module handbooks and through online learning materials.

The course aims to provide an inclusive environment not only to enable all students, of whatever ability or background, to benefit from learning but in addition to provide positive models of business and professional behaviour that they will take forward into future employment and enterprise. Case studies and examples are chosen and prepared to avoid gender and other stereotypes and to provide an inclusive range of cultural references. By designing the course to promote global awareness, we are encouraging all students to be more receptive to ideas and expectations from locations and cultures with which they are less familiar. The diverse nature of the academic staff and their world-wide experiences readily facilitates this as does our use of international sources, case studies and research outputs.

Within the 200 hours of activity per 20 credit point module, students will attend lectures, participate in small-group tutorials, and execute challenging and authentic events-related tasks, individually and in groups, in seminars and workshop sessions. Each module will normally involve a total of 48 hours of contact with staff.

Template last updated: August 2022

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. Tasks are very much “hands-on” where students are provided with authentic events materials (e.g. site plans, Ordnance Survey maps, traffic plans, event images and videos, risk assessments, VIP lists, schedules and so on) as used at real events.

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

Learning will be in person. Students are expected to attend timetabled face-to-face learning and teaching activities. Live lectures will be recorded.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Events in Society (20 credits)	Y	Creative Event Marketing (20 credits)	Y
Event Planning (20 credits)	Y	Managing Event Organisations (20 credits)	Y
Professional Event Practice 1 (20 credits)	Y	Professional Event Practice 1 (continued)	Y
		Staging Safe Events (20 credits)	Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Event Law and Business Administration (20 credits)	Y	Event Production (20 credits)	Y
Integrated Marketing Communications of Events (20 credits)	Y	Managing the Event Workforce (20 credits)	Y
Professional Event Practice 2 (20 credits)	Y	Professional Event Practice 2 (continued)	Y
<i>One option from:</i> <ul style="list-style-type: none"> • Celebration, Ritual and Culture (20 credits) • Corporate Events and Hospitality (20 credits) • Creative Entrepreneurship (20 credits) • Event Security and Crowd Management (20 credits) • Festival Management (20 credits) • Public Relations and Events (20 credits) • Sport Media and Culture (20 credits) 	N		

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Individual Project (40 credits)	Y	Individual Project (continued)	Y
Event Futures (20 credits)	Y	Strategic Management for Events Organisations (20 credits)	Y
<i>One option from:</i> <ul style="list-style-type: none"> • Event and Dissent (20 credits) • Innovative Fundraising (20 credits) • Managing Risk for Major Events (20 credits) • Policy and Politics of Sport Events (20 credits) • Understanding Partnership (20 credits) 	N	<i>One option from:</i> <ul style="list-style-type: none"> • Business Event Production (20 credits) • Strategic Venue Operations Management (20 credits) • Sponsorship in Events (20 credits) 	N

Assessment Balance and Scheduled Learning and Teaching Activities by Level

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

Level 4 is assessed by coursework predominantly with some practical assessment and an examination.

Level 5 is assessed by a broadly even mix of coursework, practical assessments and examinations.

Level 6 is assessed predominantly by coursework with some examinations and practical assessments.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	288 hours	288 hours	234 hours
Independent Study	912 hours	912 hours	966 hours
Placement	0 hours	0 hours	0 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.

Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers 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. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at studentadvice@leedsbeckett.ac.uk, telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

Support and Opportunities

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.