



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Events Management

Course Code: EVMGT

2026/27

leedsbeckett.ac.uk

BA (Hons) Events Management (EVMGT)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

General Information

Award	Bachelor of Arts with Honours Events Management
Contained awards	Bachelor of Arts Events Management (Level 6) Diploma of Higher Education Events Management (Level 5) Certificate of Higher Education Events Management (Level 4)
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: <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus based, with placement year)• 6 years (part time, campus based)
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 from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.
Location(s) of delivery	The majority of teaching will be at Headingley campus but on occasion may be at City 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 are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk .

Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

Standard regulations apply to this course.

Professional Accreditation or Recognition Associated with the Course

None

'In Year' Work Placement Information

Summary

Leeds Beckett University is dedicated to improving the employability of our students and one of the ways in which we do this is to support them in gaining valuable work experience via work based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles. Our teams support students through every stage of the placement process.

46 weeks, undertaken between year 2 and year 3 (Level 5 and Level 6).

Placement Delivery

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Location

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

Approval

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

Timetable

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.

Key Contacts

Your course director	Dr Julia Calver
Your course administrator	Your Course Administrator can be contacted on ETHMUGadmin@leedsbeckett.ac.uk

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

- Plan and deliver successful events – Learn how to take events from concept to completion, using industry best practices.
- Gain real-world experience – Build practical skills through hands-on projects, industry collaborations, and authentic event materials.
- Develop professional confidence – Prepare for your career with expert guidance, networking opportunities, and personal development support.
- Understand the global events industry – Explore how cultural, social, and economic factors shape events worldwide.
- Think critically and creatively – Strengthen problem-solving, research, and innovation skills to excel in a fast-changing industry.
- Embrace sustainability and ethics – Learn to plan responsible events that consider environmental, social, and ethical impacts.
- Master digital tools and emerging trends – Get comfortable with event technologies, data analysis, and virtual or hybrid event formats.
- Become a leader or entrepreneur – Develop business, leadership, and entrepreneurial skills for employment or self-employment.
- Prepare for lifelong learning – Build the skills needed for further study or continuous professional growth.

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 creativity and 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

Our teaching methods are carefully selected to align with the aims and learning outcomes of each module, ensuring a varied and engaging learning experience. Knowledge, intellectual skills, practical abilities, creativity and key competencies are embedded throughout the course in ways that are directly relevant to the events industry. These elements are clearly outlined in module handbooks and supported by online learning materials.

We are committed to providing an inclusive learning environment that enables all students—regardless of ability or background—to thrive. Beyond accessibility, the course also promotes positive professional and business behaviours that students can carry forward into their careers. Course materials, case studies, and examples are carefully chosen to reflect diversity, challenge stereotypes, and include a broad range of cultural perspectives. By fostering global awareness, we encourage students to engage with ideas and expectations from cultures and locations beyond their own. This is further enriched by our diverse academic staff and their international expertise, as well as our use of global case studies, research, and industry sources.

Each 20-credit module involves 200 hours of learning activity. This includes 48 hours of direct contact time through lectures, small-group tutorials, and interactive seminars or workshops. Students will also take part in hands-on, industry-relevant tasks—both individually and in groups—designed to develop real-world event management skills. These activities include working with authentic event materials such as site plans, Ordnance Survey maps, traffic plans, event images and videos, risk assessments, VIP lists, and event schedules.

In addition to structured teaching, students will engage in independent study, including research, digital resource exploration, directed readings, and coursework. All learning activities are clearly outlined in module

handbooks and the Virtual Learning Environment (VLE). Where appropriate, individual or group learning contracts may be used to support student planning and progression. Full details of module activities can be found in the Module Specification.

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

Compulsory modules

Module title	Credits	Semester/ teaching period
Creative Event Marketing	20	Semester 1
Event Planning	20	Semester 1
Finance and Revenue Management	20	Semester 2
Staging Safe Events	20	Semester 2
Professional Event Practice 1	40	Semester 1 and 2
Number of credits of compulsory modules	120	

Option modules

None

Level 5

Compulsory modules

Module title	Credits	Semester/ teaching period
Event Law	20	Semester 1
Leadership & Talent Management	20	Semester 1
Experience Design	20	Semester 2
Event Production	20	Semester 2
Professional Event Practice 2	20	Semester 1 and 2
Number of credits of compulsory modules	100	

Option modules

Module title	Credits	Semester/ teaching period
Corporate Events & Hospitality	20	Semester 1
Festival and Music Management	20	Semester 1
Number of credits of option modules a student should choose	20	

Level 6

Compulsory modules

Module title	Credits	Semester/ teaching period
Event Lab	20	Semester 1
Strategic Management for Events	20	Semester 2
Consultancy Project	40	Semester 1 and 2
Number of credits of compulsory modules	80	

Option modules (Choose 2)

Module title	Credits	Semester/ teaching period
Experiential Marketing	20	Semester 1
Food And Drink Tourism	20	Semester 1
Managing Risk for Major Events	20	Semester 1
Entrepreneurship	20	Semester 2
Individual Project	20	Semester 2
Innovative Fundraising	20	Semester 2
Responsible Hospitality Businesses	20	Semester 2
Sponsorship in Events	20	Semester 2
Practical Workplace Solutions*	20	Semester 2
Number of credits of option modules a student should choose	40	

**(for sandwich route only)*

Assessment 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

Level 4

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

Level 5

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

Level 6

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 (optional placement/ work based learning module)