

# **University of Plymouth**

Faculty of Arts, Humanities and Business

## **Programme Specification**

BSc (Hons) Events Management  
Programme Code 3174

Final Approved Version

September 2020

## 1. **BSc (Hons) Events Management**

### **Final award title**

BSc (Hons) Events Management

**UCAS code:** NN2V

**JACS code:** N870

**HECoS code:** 100083 / Event Management

## 2. **Awarding Institution:**

University of Plymouth

### **Teaching institution(s):**

University of Plymouth

## 3. **Accrediting body(ies)**

Summary of specific conditions/regulations: N/A

Date of re-accreditation:

## 4. **Distinctive Features of the Programme and the Student Experience**

The BSc (Hons) Events Management degree is designed to produce graduates with the skills to manage this fast-changing industry. Due to increasing standards set out by consumers, there is a huge demand for dynamic managers equipped with the necessary skills to provide the high levels of service and quality of experience expected. The events management programme also provides students with the opportunity to develop vocationally relevant managerial skills needed for employment or further study.

3 years full time or 4 years sandwich course including optional industrial domestic or overseas placement. The study of tourism and hospitality at the University of Plymouth is well established and graduates have found exciting career opportunities all over the world. The programme is designed to develop a critical understanding of events and business management to meet the changing needs of society and business.

Students will commence their study in the first year (level 4) with an immersive 4 week module that is designed to introduce students to their programme and create the best conditions for students to start their Undergraduate programme. In addition, students at level 4 will complete a School designed Plymouth Plus module at the beginning of semester two, which includes elements of choice.

## 5. **Relevant QAA Subject Benchmark Group(s)**

Students will have a comprehensive knowledge of events (in line with appropriate national benchmarks for events, contained within the 'hospitality, leisure, sport and tourism' benchmark)

with areas of specialisation, determined by choice of project work. See the Threshold benchmark statement (Appendix 1) and the subject benchmark and module skills map (Appendix 2)

More information can be seen on Subject Benchmarks at this website:

More information can be seen on Subject Benchmarks at this website:

<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Events-Hospitality-Leisure-Sport-Tourism-16.pdf>

## 6. Programme Structure

### Level 4 – Semester 1

<p style="text-align: center;">HTM151 An Introduction to Sustainable Tourism, Hospitality, Events and Cruise Management</p> <p style="text-align: center;">core (20 credits) (4 weeks)</p>		
<p>HTM147 Event Production</p> <p style="text-align: center;">core (20 credits) (9 weeks)</p>	<p>HTM155 Sustainable Management and Practice</p> <p style="text-align: center;">core (20 credits) (9 weeks)</p>	<p>HTM156 Management and Employability Skills</p> <p style="text-align: center;">core (20 credits) (runs across Semesters 1 and 2) (22 weeks in total)</p>

### Level 4 – Semester 2

<p>HTM109 Principles of Design and Themes</p> <p style="text-align: center;">core (20 credits) (13 weeks)</p>	<p>HTM148 International Event-Destinations</p> <p style="text-align: center;">core (20 credits) (13 weeks)</p>	<p>HTM156 Management and Employability Skills</p> <p style="text-align: center;">core (20 credits) (runs across Semesters 1 and 2) (22 weeks in total)</p>
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### Level 5 – Semester 1

<p>HTM250 Event Planning and Strategy</p> <p style="text-align: center;">core (20 credits) (13 weeks)</p>	<p>HTM246 Promoting and Marketing Experiences</p> <p style="text-align: center;">core (20 credits) (13 weeks)</p>	<p>HTM240 Crowd Behaviour and Managing Safety</p> <p style="text-align: center;">core (20 credits) (13 weeks)</p>	<p>Elective+</p> <p>You have the option to choose an all-year language module. If not, you must choose a semester 2 elective.</p>	<p>HTMP202 Career Investment Programme 2</p> <p style="text-align: center;">core (0 credits) (26 weeks)</p> <p>DEAS200 Academic Skills for International Direct Entry Second Year Students (0 credits)</p>
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### Level 5 – Semester 2

<p>HTM237 Conference and Events Practical</p> <p>core (20 credits) (13 weeks)</p>	<p>HTM251 Research Methods</p> <p>core (20 credits) (13 weeks)</p>	<p>Elective HTM243 Festivals and Event Tourism</p> <p>(20 credits) (13 weeks)</p> <p>(or continue with your language module)</p>	<p>HTMP202 Career Investment Programme 2</p> <p>core (0 credits) (26 weeks)</p>
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### Level 6 – Semester 1

<p>HTM314 Honours Project</p> <p>core (40 credits) (runs across Semesters 1 &amp; 2) (26 weeks)</p>	<p>Elective+</p> <p>Please choose 2 (20 credits) from HTM339 Leadership HTM340 Event Innovation HTM342 Business Strategy and Consultancy for the Tourism, Hospitality and Events Sectors (13 weeks)</p> <p>Language option (26 weeks)</p>	<p>HTMP301 Career Investment Programme 3</p> <p>core (0 credits) (26 weeks)</p> <p>DEAS300 International Direct Entry for Final Years Students AY (0 credits)</p>
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### Level 6 – Semester 2

<p>HTM314 Honours Project</p> <p>core (40 credits) (runs across Semesters 1 &amp; 2) (26 weeks)</p>	<p>HTM310 Crisis and Disaster Management in the Hospitality, Tourism, and Events Industries</p> <p>core (20 credits) (13 weeks)</p>	<p>HTM341 Current Events Issues</p> <p>core (20 credits) (13 weeks)</p>	<p>HTMP301 Career Investment Programme 3 (0 credits) (26 weeks)</p> <p>DEAS300 International Direct Entry for Final Years Students AY (0 credits)</p>
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## **7. Programme Aims**

An honours graduate in events will be able to analyse and evaluate the concepts and defining characteristics of events as an area of academic and applied study, including being able to:

1. explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives
2. display an insight into the structure of event providers and their sectors, and analyse the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, events
3. analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of events
4. demonstrate a critical awareness and understanding of how core values, for example, ethics, integration, sustainability, creativity, strategy, and continuous improvement, relate to, and are reflected in, events

## **8. Programme Intended Learning Outcomes**

### **8.1. Knowledge and understanding**

On successful completion graduates should be able to analyse and evaluate the concepts and defining characteristics of events as an area of academic and applied study, including being able to:

1. explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives
2. display an insight into the structure of event providers and their sectors, and analyse the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, events
3. analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of events
4. demonstrate a critical awareness and understanding of how core values, for example, ethics, integration, sustainability, creativity, strategy, and continuous improvement, relate to, and are reflected in, events.

### **8.2. Cognitive and intellectual skills**

An honours graduate will be able to demonstrate a range of professional event planning and management knowledge and skills, including being able to:

1. demonstrate a critical awareness and understanding of appropriate domains including administration, design, operations, marketing and risk, and how they apply to the phases of events, such as initiation, planning, implementation, event and closure
2. operate and effectively manage resources, including human (paid or volunteer), financial, venue, and subcontracted and technical resources

3. display critical knowledge, understanding and application of risk management and the legal, ethical and regulatory frameworks that affect event management
4. plan, control, analyse and evaluate events, support service provision and their logistics
5. design events, including the programming of spectacle, exhibition, ritual, performance and hospitality
6. engage with, contribute to and produce events, based on an acquisition and understanding of appropriate vocabularies, skills, working methods and professional business communications

### **8.3. Key and transferable skills**

On successful completion graduates should have developed the ability to evidence:

1. transferable communication skills
2. Interpersonal and team working skills
3. self management and professional development skills
4. ICT skills
5. Numeracy skills

### **8.4. Employment related skills**

On successful completion graduates should have developed:

1. Problem solving and research methods skills
2. Understand a variety of common responses to gather relevant information
3. Learning skills (reflection/evaluation synthesis)

### **8.5. Practical skills**

On successful completion graduates should have developed:

1. Presentation and oral communication skills
2. Written Communication skills
3. Computer and Information Management Technology Skills

## 9. Admissions Criteria, including APCL, APEL and DAS arrangements

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.

<b>Entry Requirements for BSc (Hons) Events Management</b>	
A-level/AS-level	Normal minimum entry requirements are 112 points at A-level. Minimum of two A levels. Excluding general studies.
BTEC National Diploma/QCF Extended Diploma	Overall merit/distinction profile to equate to 112 points
Access to Higher Education at level 3	Pass a named Access to HE Diploma in any subject with at least 33 credits at merit/distinction.
Welsh Baccalaureate	112 points
Scottish Qualifications Authority	112 points
Irish Leaving Certificate	Passed at Higher Level - acceptable only when combined with other qualifications
International Baccalaureate	28 IB Diploma points If overseas and not studying English within IB, must have IELTS 6.0 overall with 5.5 in all other elements.

## 10. Progression criteria for Final and Intermediate Awards

As per University regulations

## 11. Exceptions to Regulations

Not applicable

## 12. Transitional Arrangements

Not applicable



### **13. Mapping and Appendices:**

#### **13.1. ILO's against Modules Mapping**

See appendix 1

#### **13.2. Assessment against Modules Mapping**

A range of assessment strategies are used within the programme. Each module descriptor contains details about the weighting of assessment, and more detail regarding assessments is provided in the Module Proforma issued at the start of each module. The mix of assessment strategies includes the traditional ones of unseen, closed book exams, set essays and reports. In addition, students will also be assessed through individual and group presentations and short answer tests. Coursework assignment briefs are issued, giving directions and guidelines for the work to be completed successfully.

At Level 4, the modules generally use the more traditional form of assessment focused on developing the skills related to knowledge and understanding, numeracy, technology, and communication (written and oral). The strategies used include assignments based on calculation/interpretation of data, literature searches and summarising information, and unseen written examinations that assess the basic understanding of core material.

At Level 5, examples of assessment strategies include oral and visual presentations, a greater emphasis on correct and full referencing, and a more critical awareness and understanding of research methodologies. Students are expected to be more independent in their study, but co-operation within groups is also encouraged.

At Level 6, assignments will require more in the way of analytical/problem solving abilities; substantial research including primary research is expected for written assignments; reflection on the student's own development is also an aspect of assessed work. Case studies involving real life or hypothetical situations are also an important aspect of level 6.

**Appendix 1: Programme Specification Mapping (UG): module contribution to the meeting of Award Learning Outcomes**

**CORE MODULES:** tick those Award Learning Outcomes the module contributes to through its assessed learning outcomes. Insert rows and columns as required.

Core Modules		Award Learning Outcomes contributed to (for more information see Section 8)																		Compensation Y/N	Assessment Element(s) and weightings [use KIS definition] E1- exam E2 – clinical exam T1- test C1- coursework A1 – generic assessment P1 - practical				
		Knowledge & understanding				Cognitive & intellectual skills						Key & transferable skills					Employment related skills					Practical skills			
		1	2	3	4	1	2	3	4	5	6	1	2	3	4	5	1	2	3			1	2	3	
Level 4	HTM151	x	x	X	x						x	x	x	x	x									Y	C 100%
	HTM147	x				x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Y	C 100%
	HTM155	x	x	X	x	x		x	x	x	x	x	x	x		x	x	x			x	x	x	Y	C 50% P 50%
	HTM156			X		x	x	x			x	x	x	x	x	x	x	x	x	x	x	x	x	Y	C60% P40%
	HTM109	x	x			x	x	x				x		x	x	x		x	x	x	x		x	Y	C 60% P40%
	HTM148	x	x	X	x			x		x		x		x		x	x	x			x	x	x	Y	C 100%
	HTM149		x	X		x	x	x	x		x	x	x	x		x	x	x	x	x	x	x	x	Y	C 100%
Level 4 LOs		x	x	X	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			
Level 5	HTM250		x	X	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Y	C 100%	
	HTM246	x	x	X	x	x	x	x	x	x	x	x			x					x			Y	C 100%	
	HTM237		x	X	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Y	C 50% P 50%	
	HTM251											x		x	x						x	x	Y	C 100%	
	HTM240	x	x		x	x		x	x		x	x	x		x	x				x	x		Y	C 50% P 50%	
Level 5 Los		x	x	X	x	x	x	x	x	x	x	x	x	X	x	x	x	x	x	x	x	x			
Level 6	HTM314	x	x	X	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Y	C 100%	
	HTM310	x	x	X	x	x	x	x	x	x	x	x	x	x	x	x				x	x		Y	C 100%	
	HTM341	x	x	X	x			x				x			x					x			Y	C 100%	
Level 6 Los		x	x	X	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			
Confirmed Award LOs		x	x	X	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			

**ELECTIVE MODULES: tick those Award Learning Outcomes the module contributes to through its assessed learning outcomes. Insert rows and columns as required.**

Elective Modules		Award Learning Outcomes contributed to (for more information see Section 8)																		Compensation Y/N	Assessment Element(s) and weightings [use KIS definition] E1 - exam E2 - clinical exam T1 - test C1 - coursework A1 - generic assessment P1 - practical							
		Knowledge & understanding				Cognitive & intellectual skills						Key & transferable skills					Employment related skills					Practical skills						
		1	2	3	4	1	2	3	4	5	6	1	2	3	4	5	1	2	3			1	2	3				
4	Level 4																											
<b>Level 4 LOs</b>																												
Level 5	Language																						Y	P1 100%				
	HTM243	x							x	x		x	x		x		x						x	x	x	Y	C 100%	
	DEAS200																											
<b>Level 5 LOs</b>		x							x	x		x	x		x		x						x	x	x			
Level 6	Language																						Y	P1 100%				
	HTM339			x					x			x	x							x			x			Y	C 70% P 30%	
	HTM340	x	x	x								x	x	x	x	x	x	x	x	x			x	x	x	Y	C 100%	
	HTM342	x	x	x	x	x						x	x	x			x	x	x				x	x	x	Y	C 100%	
	DEAS300																											
<b>Level 6 LOs</b>		x	x	x	x	x			x	x		x	x	x	x	x	x	x	x	x			x	x	x			
<b>Confirmed Award LOs</b>		x	x	x	x	x			x	x		x	x	x	x	x	x	x	x	x			x	x	x			



