

University of Plymouth

Faculty of Arts, Humanities and Business

Plymouth Business School

Programme Specification

BSc (Hons) Events Management

7061

Approved Final Version

December 2020

1. Final award title: BSc (Hons) Events Management

Intermediate award titles: Certificate of Higher Education
Diploma of Higher Education

UCAS code: NN2V

HECoS code: 100083

2. Awarding institution: University of Plymouth

Teaching institution: University of Plymouth

3. Accrediting body

Not applicable.

4. Distinctive features of the programme and the student experience

- To ensure our students have the best opportunities in the Events industry our curriculum content has been developed with industry partners to ensure our students gain an understanding of the complex, diverse and integrated concepts and defining characteristics of events as an area of academic and applied study.
- Our programme fosters awareness of the value and the importance of the centrality of the attendee and client that enables students to meet and respond to their specific needs and expectations appreciating international cultural nuances and the associated impacts in event design and delivery.
- We believe that students should be able to explore and understand both the local and global matters that interest them. Our students are encouraged to research topics that they are passionate about, while working with students who have similar interests on our challenge module and through an individual research project in their final year.
- We believe that building our students' personal and professional resilience is key to them pursuing a successful and rewarding career. Our careers provision offers dedicated support to help students prepare for work placements (including an optional placement year) and graduate roles ensuring that they are competitive in the future graduate market.

5. Relevant QAA Subject Benchmark Group

Events, Hospitality, Leisure, Sports and Tourism (2019)

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-events-leisure-sport-tourism.pdf?sfvrsn=c339c881_11

6. Programme structure

Level 4

Semester 1	Semester 2
STO4001 / Business and Management External Environment (40 credits)	HRL4002 / Business and Management Internal Setting (40 credits)
THE4001 / Introduction to Events Management (20 credits)	THE4003 / Event Production (20 credits)

Level 5

Semester 1	Semester 2
THE5001 / Event Strategies Planning and Design (40 credits)	THE5007 / Marketing, Delivering and Evaluating Event Projects (40 credits)
THE5002 / Crowd Behaviour and Managing Event Safety (20 credits)	ACF5005 / Challenge Module (20 credits)

PBS500CPD / Careers and Professional Development (zero credit): This core module is aimed at enhancing student employability and supporting those wishing to apply for placements.

DEAS200 / Academic Skills for International Direct Entry Second Year Students (zero credit): The English Language Centre (ELC) provides in-session study skills provision (currently called 'English for Specific Academic Purposes') to second and third year international direct entrants who complete UoP ELC pre-session summer schools which are longer than two weeks. However this provision is not available to those students who attend the 2-week pre-session summer school or are not required to attend a summer school. DEAS200 aims to fill this gap in study skills provision for second year direct entry international students.

Optional Placement Year PBS600PLC / Placement Year (zero credits)

Level 6

Semester 1	Semester 2
PBS6000 / Honours Project (40 credits)	
THE6001 / Management Issues for the Event Industry (20 credits)	THE6007 / Creativity and Innovation in Events (20 credits)
THE6002 / Business Strategy and Consultancy (20 credits)	THE6008 / The Psychology of Events (20 credits) OR HRL6010 / Experiential Practice (20 credits)

PBS600CPD / Continued Career and Professional Development (zero credit): This core module is aimed at further enhancing student employability and builds upon the Level 5 module.

DEAS300 / Academic Skills for International Direct Entry Final Year Students (zero credit): The English Language Centre (ELC) provides in-session study skills provision (currently called 'English for Specific Academic Purposes') to second and third year international direct entrants who complete UoP ELC pre-session summer schools which are longer than two weeks. However this provision is not available to those students who attend the 2-week pre-session summer school or are not required to attend a summer school. DEAS300 aims to fill this gap in study skills provision for final year direct entry international students.

7. Programme Aims

The programme aims to:

- develop an understanding of the complex, diverse and integrated concepts and defining characteristics of events as an area of academic and applied study.
- develop a range of professional event planning and management knowledge and skills distinctive of an employable, professionally competent, international event management practitioner.
- foster awareness of the value and centrality of the attendee and/or client that enables students to meet and respond to their specific needs and expectations appreciating international cultural nuances and the associated impacts.
- encourage understanding of the impact of, rationales, sources and assumptions embedded in policy, planning and delivery mechanisms in an international events context.
- provide students with pastoral support, to assist with their personal and professional development.

8.1. Knowledge and understanding

On successful completion graduates should have developed the ability to:

1. explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of international events from a range of critical perspectives;
2. display an insight into the structure of event providers and their sectors worldwide, and appreciate the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, international events;
3. 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, international events;

4. demonstrate an understanding of the ways in which attendees behave at events and within the venue and surrounding destination, in particular crowd management;
5. demonstrate a critical awareness and appreciation drawn from international examples of existing and emerging standards, policies, initiatives, frameworks and contemporary issues.

8.2. Cognitive and intellectual skills

On successful completion graduates should have developed the ability to:

1. analyse the nature, characteristics, needs and expectations of different consumers worldwide through reflection and application of consumer behaviour theories, concepts and socio-cultural theories;
2. generate creative ideas/concepts, proposals, pitches and apply solutions to offer experiences that meet differing needs;
3. reflect upon and evaluate the quality of the event experience, access to and participation in, and its impact on the event consumer and/or client and the wider organisation and the practices of co-production and co-creation with particular reference to cultural and other diversities;
4. appreciate the legacy and impacts of international events in social, economic, environmental, political, cultural, technological and other terms and the associated complexities for future scenario planning, including the ability to forecast and envisage the future for international events;
5. critically reflect upon the role of those international organisations and structures charged with a responsibility for the promotion of, or the training of, practitioners in events'

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to:

1. research and assess paradigms, theories, principles, concepts and data, and apply such skills in explaining and solving familiar and unfamiliar problems, challenging previously held assumptions or answering research questions;
2. describe, synthesise, interpret, analyse and evaluate information and data of an applied nature;
3. complete a sustained piece of independent intellectual work which plans, designs, critically assesses and evaluates evidence in the context of appropriate research methodologies and data sources;
4. take and demonstrate responsibility for their own learning and continuing personal and professional development through self-appraisal and reflecting on practice in academic and professional contexts;
5. recognise and respond to moral, ethical, sustainability and safety issues which directly pertain to the context of study including relevant legislation and professional codes of conduct.

8.4. Employment related skills

On completion graduates should 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, legal, ethical and regulatory frameworks 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 whilst demonstrating an appreciation of the associated ethical and sustainability issues;
3. plan, control, analyse and evaluate events, support service provision and their logistics
4. design events, including the programming of spectacle, exhibition, ritual, performance and hospitality;
5. engage with, contribute to and produce events, based on an acquisition and understanding of appropriate vocabularies, skills, working methods and professional business communications;
6. write and critique event plans and portfolios, event strategies and to recognise and meet the needs of specific stakeholders.

8.5. Practical skills

On successful completion graduates should be able to:

1. demonstrate literacy and communication skills in a range of contexts including verbal, auditory, performance, digital and multi-media;
2. demonstrate the numeracy skills required to manage budgets and analyse data, including that of big data;
3. work effectively independently and with others;
4. undertake fieldwork with continuous regard for ethics, safety and risk assessment;
5. plan, design, manage and execute creative practical activities using appropriate techniques and procedures while demonstrating high levels of relevant skills.

9. Admissions criteria, including APCL, APEL and Disability Service arrangements

Entry Requirements: BSc (Hons) Events Management	
A-level/AS-level	Normal minimum entry requirements are 104-120 A level/AS level/Vocational A level:
BTEC National Diploma/QCF Extended Diploma	Candidates are interviewed before an offer is made. Normal entry requirements Grade Pass MMM - DMM in any subject
Access to Higher Education at level 3	Pass an Access to HE Diploma in any subjects, including GCSE English and Maths grade 4 or

	above or equivalent with at least 33 credits at Merit/Dist.
Welsh Bacculaureate	Accept as add on points; in addition to 2 A Levels
Scottish Qualifications Authority	104-120 points
Irish Leaving Certificate	Obtain H4, H4, H4, H4, H4 - H3 H3 H4 H4 H4 (all at Higher level)
International Bacculaureate	26-30 overall to include 4 at in any subjects at Higher Level. English accepted within: Higher Level = 4+ (A1) or 5 (A2/B) Standard Level = 5+ (A1) or 6 (A2/B) If overseas and not studying English within IB – MUST have IELTS 6.0 overall with 5.5 in all elements

Disability Service arrangements are as per standard University practice. Applicants can access information at:

<https://www.plymouth.ac.uk/student-life/services/student-services/disability-and-dyslexia/applicants>

10. Progression routes/criteria for final and intermediate awards

Certificate of Higher Education – achieved through completion of 120 Level 4 credits.

Diploma on Higher Education - achieved through completion of 120 Level 4 credits and 120 Level 5 credits.

11. Non-standard regulations

Not applicable.

12. Transitional arrangements

In advance of programme reapproval input was garnered from alumni, employers, and current students directed by international consultancy to ensure our offer is future-focused for graduate success in employment and further study in the post Covid-19 world. Structural changes to an outcome-based curriculum will require transitional arrangements as is normal for updating any programme all students will move on to the new curriculum from September 2021 with some minor modifications where required to enable them to complete their award. Continuing students will have input into the detail of these arrangements through their programme committees.

13. Programme Specification Mapping - Module contribution to the meeting of Award Learning Outcomes

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	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	6	1	2	3	4			5
Level 4	STO4001		x	x		x	x			x	x																	N	C1 40% / T1 60%
	THE4001	x	x	x	x	x					x	x			x								x			x		Y	C1 100%
	HRL4002					x					x				x		x											N	C1 40% / T1 60%
	THE4003		x	x	x			x	x		x			x	x		x	x		x	x	x	x	x	x		x	x	C1 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	x	x			
Level 5	THE5001	x	x	x	x	x		x	x	x			x	x	x	X	x	x	x	x	x	x	x	x	x	x	X	N	C1 100%
	THE5002	x		x	x	x	x	x	x	x	x	x	x		X	x		x			x	x		x	x	X	Y	C1 100%	
	THE5007	x	x	x	x	x		x	x	x			x	x	x	X	x	x	x	x	x	x	x	x	x	x	X	N	C1 50% / P1 50%
	ACF5005							x						x		x							x		x		x	Y	C1 100%
Level 5 LOs		x	x	x	x	x	x	x	x	x	x	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x			

STO4001: Business and Management External Environment

THE4001: Introduction to Events Management

HRL4002: Business and Management Internal Setting

THE4003: Event Production

THE5001: Event Strategies Planning and Design

THE5002: Crowd Behaviour and Managing Event Safety

THE5007: Marketing, Delivering and Evaluating Event Projects

ACF5005: Challenge Module

Level 6	PBS6000	x	x	x		x	x	x		x		x	x	x			x						x	x	x	x		N	C1 100%
	THE6001	x	x	x		x	x	x	x	x	X	x	x	x		X	x						x	x				Y	C1 100%
	THE6002			x		x	x	x	x			x	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x	Y	C1 100%
	THE6007	x	x	x		x	x	x	x			x	x	x	x	x	x		x			x	x	x	x		x	Y	C1 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	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	x	x	x	x	x		

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	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	6	1	2	3	4			5
Level 6	THE6008	x	x	x		x	x					x	x			x						x	x					Y	C1 100%
	HRL6010									x				x	x	x					x							Y	C1 100%
Confirmed Award LOs		x	x	x		x	x				x	x	x		x	x	x				x	x	x						

PBS6000: Honours Project

THE6001: Management Issues for the Event Industry

THE6002: Business Strategy and Consultancy

THE6007: Creativity and Innovation in Events

THE6008: The Psychology of Events

HRL6010: Experiential Practice