BA (Hons) EVENTS MANAGEMENT
SINGLE HONOURS

**First Year** - Study 8 module credits

- Context of Global Hospitality, Tourism and Events
- Management in International Hospitality and Tourism
- Foundations of Marketing
- Accounting and Financial Information
- Developing and Planning Events
- Academic and Personal Development in Events Management (2 module credits)
- Choose 1 module from List A

**Second Year** - Study 8 module credits

- People Management in Hospitality and Tourism
- Festival and Cultural Events Management
- Principles of Event Marketing
- Methods of Enquiry for Hospitality and Tourism
- Sustainable Event Project, Risk and Performance Management (2 module credits)
- Enhancing Employability in Events Management
- Choose 1 module from List B

**Third Year**

Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)

**Fourth Year** (Third Year if not undertaking a Work Placement) - Study 8 module credits

- Event Management in Practice (2 module credits)
- Choose 1 module from List C (2 honours module credits)
- Professional Practice
- Choose 2 modules from List B or D

**Elective modules List A**
Choose 1st year modules from across the university, for example introductory modules in languages.

**Elective modules List B**
- Applied Financial Skills
- Business Strategy for Competitive Advantage
- Creativity and Innovation
- Customer Experience Management
- Digital Marketing for Service Industries
- Environmentally Sustainable Business
- Food, Drink and Culture
- International Marketing of Hospitality and Tourism Services
- Plus language options

**Honours modules List C**
- Dissertation in Events Management (2 module credits)
- Research Project (2 module credits)

**Honours elective modules List D**
- Dynamics of Employment Relations
- Independent Study
- International Marketing in Hospitality and Tourism
- Plus language options

**MODULE KEY**

- **COMPULSORY**
- **ELECTIVE**
- **WORK PLACEMENT**
- **HONOURS**

This chart is for September 2018 entry