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, Tourism and Events
- Festival and Cultural Events Management
- Principles of Event Marketing
- Research Methods
- 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)
- Event Management in Practice (2 module credits)
- Contemporary Issues in Responsible Leadership
- Professional Practice
- Choose 1 module from List C
- Choose 2 modules from List D

Fourth Year - (Third Year if not undertaking a Work Placement) - Study 8 module credits
- Choose 1 module from List C
- Choose 2 modules from List D

Optional modules List A
- Creativity for Marketing
- Digital Technology and Maths for Business
- Global Business Communications
- Work, Employment and Globalisation
- Plus language options

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

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

Optional modules List D
- Coaching in the Workplace
- Contemporary Consumer Behaviour
- Contemporary Issues in International HRM
- Entrepreneurial Business Management (2 module credits)
- Independent Study

MODULE KEY
- COMPULSORY
- OPTIONAL
- WORK PLACEMENT
- HONOURS

Updated 11 March 2019