

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)

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	
Contemporary Issues in Responsible Leadership	Professional Practice	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