

Events Management

BA (Hons) SINGLE HONOURS

YEAR 1

Academic Skills in Events Management
(2 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**

Delivering a Charity Event

Choose 1 optional module from the list:

Creativity for Marketing

Digital Technology and Maths for Business

Global Business Communications

Work, Employment and Globalisation

Plus language options

YEAR 2

Managing the Sustainable Event Project
(3 module credits)

**People Management in
Hospitality, Tourism and
Events**

**Principles of Events
Management**

**Festival and Cultural
Events Management**

Research Methods

Choose 1 optional module from the list:

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

YEAR 3

Optional Work Placement Year

(includes a Placement Search and Preparation module in Year 2)

YEAR 4

Event Management in Practice
(2 module credits)

Dissertation

**Professional Practice in
Event Management**

Choose 1 optional module
from the list:

**Dissertation in
Events Management**
(2 module credits)

Research Project
(2 module credits)

Choose 2 optional modules
from the list:

Coaching in the Workplace
**Contemporary Consumer
Behaviour**

**Contemporary Issues in
International HRM**

**Contemporary Issues in
Responsible Leadership**

**Entrepreneurial
Business Management**
(2 module credits)

Independent Study