STAFFORDSHIRE UNIVERSITY

UCAS Code: N820

BA(Hons) Events Management

UNDERGRADUATE COURSE INFORMATION

Key Facts

Business School

Location:
Stoke Campus

Duration:
3 years full-time
4 years with placement year

Entry requirements:
Typical offer: 260 UCAS points.
A levels: BCC.
All applicants are individually assessed. Detailed entry requirements can be found on each of our online course pages or by visiting www.staffs.ac.uk/ugentryrequirements

Accredited by:
TMI

Available as Top-up from HND

At-a-glance

You graduate with the skills and knowledge necessary for employment in tourism, events management and other service organisations, both in the public and private sector in the UK and overseas. This course has recently been formally recognised and accredited by the Tourism Management Institute.

Within the dynamic and growing events industry, there is a demand for suitably qualified graduates who have the ability to plan and manage events. Events range from major events such as the Olympic Games to arts, cultural, sporting, entertainment, business and trade events, exhibitions and conferences.

There are tourism and events related visits and a residential to enable you to engage with the industry through the Tourism and Events in Practice module. During the final year of the course, you have the opportunity to work in a group to develop, plan and run a live event.

The course is also designed to develop a range of practical and employability skills such as communication, applying technology, creativity, decision-making, problem solving and critical reasoning. Learning is through lectures, seminars, case studies, group projects, presentations and a practical events management project, which will further enhance your management skills.

You may have a placement in an event or events related work environment. This type of practical experience is highly valued by future employers.

Course Oultine

Year 1

- Introduction to Tourism and Events
- Business Skills
- Managing People and Performance
- Introduction to Business Accounting
- Fundraising for Events Managment
- Marketing Principles and a general option

Year 2

- Legal and Contractual issues for Events
- Business Tourism
- Managing the Events Service Encounter
- Applied Technology for Events
- Tourism and Events in Practice
- Managing the Events Workforce
- Critical Reasoning and a general option

Optional placement year

Year 3

- Conceptualising Events and Marketing Intelligence
- Planning and Staging Events
- Managing Events Communications
- Tourism, Events and the Environment
- Events Management Project
- Tourist Destinations and a general option

STAFFORDSHIRE UNIVERSITY

WHY STUDY AT STAFFORDSHIRE UNIVERSITY?

We have a reputation for preparing students to take on the world. Our courses deliver the skills and experiences employers value. Our lecturers know what it is you need to succeed in business because they're industry professionals. What we teach is not only quality assured but informed by the latest thinking and developments in the real world. And with excellent facilities, a lively social scene, and low cost of living, Staffordshire University is a great place to be a student.

The information in this leaflet is correct at the time of publication, but may be subject to change.

For the latest information visit www.staffs.ac.uk/undergraduate or call our enquiries team on 01782 294400.

CREATE THE **DIFFERENCE**

Detailed entry requirements can be found on each of our online course pages or by visiting www.staffs.ac.uk/ugentryrequirements

For full, up-to-date details of our degrees and other courses, visit: www.staffs.ac.uk/undergraduate

For lots of friendly help and advice:
Call: 01782 294400
Email: enquiries@staffs.ac.uk

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