



**Course Handbook**

**BA (Hons) Events Management**

**BA (Hons) Events Management (Fast-Track)**

2016/2017

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# Sources of Additional Information

This handbook provides useful information about your course, how it will be delivered and how you will be assessed. It does not try to give you all the information you will need during your time at the university. More information can be found in the following places:

## On-Line Student Guide

The on-line student guide (<http://www.staffs.ac.uk/student/guide>) provides important information about the university and the services available to students, including:

- Welcome Week
- Student Cards
- e:VisionStaffs Portal
- Our Student Charter
- The Staffordshire Graduate
- Term Dates
- Timetabling
- Student accommodation
- Campus and travel information
- Finance, fees and support
- Disclosure and Barring Service applications
- Visas
- Course and module enrolment
- Changing your award or modules
- Withdrawing or intermitting from your course
- University rules and regulations
- Disciplinary matters including academic misconduct
- Appeals and complaints
- Referencing and study skills (including guidance on completing assessments)
- What to do if you can't hand in work due to circumstances beyond your control
- Examinations
- Getting feedback on your work
- The student voice
- Employability and careers
- IT services and support
- Disability and dyslexia
- Counselling
- The Nursery
- The Multi-Faith Chaplaincy
- Graduation
- Certificates, Transcripts and Verification Letters

## Module Handbooks

Your course is made up from a number of individual modules. Detailed information on each module is provided in separate module handbooks. Your module tutor will tell you how to access the handbook for their module.

## The Blackboard On-Line Learning Environment

Information and learning materials for your modules will be provided on the Blackboard on-line Learning Environment. Blackboard will form an important part of your learning experience. Please let your module tutor know if you encounter any problems accessing this material.

## 1. Welcome

### Welcome to the Faculty

Welcome to the Faculty of Business and Law. You join us at a really exciting time, as we are transforming our campus into a modern and vibrant environment that will enhance the academic and social life of the university and your learning experience.

Through the “Staffordshire Graduate” programme, we focus on you, our students. We will help you to become independent thinkers, to debate, question and discuss key issues in your chosen subject. You will be encouraged to be enterprising and entrepreneurial, to be an effective communicator and successful team worker. We will focus on supporting your development through your course, so that you will have the best opportunity for successful graduate employment on completion.

Employability, enterprise and entrepreneurship are important to us at the university and are integral to the design of all our courses. This means that we have close connections with employers, business practitioners and professional bodies that help us make our courses relevant, interesting and up to date.

The people you will meet in the Faculty are friendly and approachable. They are all keen to help you succeed. Our aim is to nurture and inspire you, to help you grow, to build your potential through working in a vibrant, thriving, and sustainable international academic environment.

Our academic staff are passionate about their subjects, their teaching, research and enterprise. They will help you to build your knowledge, understanding and expertise through sharing with you experiences of their academic research, their work with local communities and their work with organisations, local, national and international.

The Faculty of Business and Law is international in its perspective. The people that you meet will inspire you through the international perspective they have gained through studying at or working in partnership with other universities and colleges, both in this country and around the world. There are many opportunities for you to learn and gain a global perspective; from other students and the academic staff. We will help you to see new possibilities and to bring new horizons into view.

Above all, our strongest partnership is with you, our students. We put our students at the heart of everything that we do and we are committed to giving you the best possible experience we can. We understand the importance of the commitment you have made to us and we value the time you spend with us, and remember, we are always pleased to hear what you have to say.

I hope you have a successful, exciting and fulfilling time with us.

Dr Peter Jones

Acting Dean of the Faculty of Business and Law

## Welcome to your Programme

This handbook gives you information about the BA (Hons) Events Management award. In it you will find details on key personnel, the award structure, learning and teaching on the award, communication between the Business School and students, plus links to other useful information contained within the University student handbook.

Work experience is very valuable to prospective employers so there is a section on how to find out more about the School's placement and internship scheme, plus information on how to get help when things go wrong.

This is for your reference and will be useful to you throughout your course.

I hope you have an enjoyable, rewarding and stimulating time with us on our Events Management award.

Good luck and very best wishes with your studies,

Carol Southall

### Senior Lecturer and Award Leader – Tourism and Events Management

## 2. Your Course Team

Below are the key members of your course team. The core team is supported by additional academic staff with expertise in key areas such as Marketing, Accounting & Finance and Operations Management.

**Course Leader and Senior Lecturer:** Carol Southall

**Room:** B372

**Tel:** +44 (0)1782 294269

**Email:** [C.Southall@staffs.ac.uk](mailto:C.Southall@staffs.ac.uk)

Course leaders are responsible for the overall course and its development. They are there to give you advice and guidance on aspects of the course and its delivery and any issues you may have related to it. You will also be able to have specialist advice and guidance from module tutors in their modules and more general assistance from your personal tutor.

Carol is currently Tutor and Module Leader for *'Introduction to Tourism and Events'* which is the key introductory module for the course at level 4. Carol is also Tutor and Module Leader for a range of other modules including *'Tourism, Theories and Perspectives'*, *'Contemporary Issues in Tourism and Events'* and *'Tourist Destinations, Leisure and Culture'*.

Carol graduated from what is now the University of West London in 1990. As a Tourism and Modern Languages graduate she worked overseas in France, Switzerland and Yugoslavia before starting her career in operations and contract management for a leading UK coach tour operator. After a period working in the hospitality industry in Sydney, Australia, she returned to the UK to work as a training manager in tour operations before progressing to an academic career. Alongside her academic career Carol has continued to escort tours worldwide to destinations as diverse as London, Singapore, Los Angeles, Reykjavik, Cape Town, Berlin, Sydney and Toronto. Carol holds an MA in Tourism Management, and is currently studying for a PhD focusing on the relationship between cultural awareness and visitor satisfaction in tourism. She is also author and co-author of a number of publications in tourism in key fields such as Family Tourism, LGBT Tourism and Heritage Tourism.

<http://www.staffs.ac.uk/staff/profiles/cs27.jsp>

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**Academic Group Leader – Enterprise, Marketing and Services and Principal Lecturer:** Linda Phillips

**Room:** B368

**Tel:** +44 (0)1782 294184

**Email:** [L.A.Phillips@staffs.ac.uk](mailto:L.A.Phillips@staffs.ac.uk)

Academic Group Leaders are responsible for key academic groups within the Faculty. Enterprise, Marketing and Services is the academic group in which your award is located.

Linda is currently final year *'Tourism in Action'* Tutor and Module Leader and also delivers on a range of additional modules including *'Tourism and Events Service Operations Management'* at Level 5, the module which incorporates your student residential visit to Barcelona.

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**Senior Lecturer – Events Management and Marketing:** Isabel Clarke

**Room:** B388

**Tel:** +44 (0)1782 295909

**Email:** [Isabel.Clarke@staffs.ac.uk](mailto:Isabel.Clarke@staffs.ac.uk)

Isabel is currently final year *'Events Project'* Tutor and Module Leader and also delivers on a range of additional Events and Tourism modules, including *'International Tourism Marketing'* and *'Events Planning and Strategy'*. A Cambridge University graduate in Social Anthropology, Isabel's academic career is informed and enhanced by significant

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marketing and events industry experience, having worked in advertising and PR at Silverstone as well as McLaren Formula One as Editor of their in-house magazine, Racing Line. More recently, as Head of Regional Affairs for ITV Central in Birmingham, Isabel covered all PR, marketing and events activity for the Central region. As chair of the Royal Television Society (Midlands) Isabel is responsible for organising the annual RTS awards.

<http://www.staffs.ac.uk/staff/profiles/icc1.jsp>

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**Professor of Sustainable Development:** Jon Fairburn

**Room:** B351

**Tel:** +44 (0)1782 294094

**Email:** [Jon.Fairburn@staffs.ac.uk](mailto:Jon.Fairburn@staffs.ac.uk)

Jon Fairburn is currently final year *'Tourism Management Project'* Tutor and Module Leader and also delivers on a range of other Tourism and Events modules, including *'Contemporary Issues in Tourism and Events'*. Jon is engaged in working on rural business and rural tourism issues, including sitting on the Economy Themed Action Group for the Staffordshire Rural Forum. As well as undergraduate and postgraduate teaching, Jon also provides consultancy for the university. Clients include the Environment Agency, the Health and Safety Agency, Scottish Executive and a range of regional clients. Jon has been commended for his work implementing the Totally Locally marketing toolkit in the local area and has recently been successful in an EU bid entitled **Sustainable Managers in the Tourism Sector – SMARTOUR**, funded under ERASMUSPLUS KA 2 Strategic Partnerships. SMARTOUR aims to define the profile of the Sustainable Tourism Manager, a qualified professional that can contribute to the economic, environmental and social development of the community where an organisation is located. The project will develop a suitable curriculum, learning materials and online tools and training will also be linked to the ECVET standards so that participants can achieve certification as evidence of their skills and knowledge. Seven organisations are involved in the project covering four countries UK, Italy, Finland and Greece. The project will last for two years and started in October 2015.

<http://www.staffs.ac.uk/staff/profiles/jf3.jsp>

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A full list of staff contacts can be found at

<http://www.staffs.ac.uk/directory/>

### 3. An Introduction to your Course

Your award has a set of written learning outcomes that describe what you should be able to do by the end of the course. These statements are designed to help you understand what you need to do to pass your course and receive your award. The outcomes for your course can be found in appendix A of this handbook.

Each module you study has separate learning outcomes which join together to enable you to demonstrate that you have achieved the overall learning outcomes for your award. The learning outcomes for your modules can be found in your module handbooks.

The specific learning outcomes for your award and modules have been matched to eight university wide learning outcome statements (knowledge and understanding; learning; enquiry; analysis; problem solving; communication; application; and reflection). These standard statements describe the abilities and skills all Staffordshire University students should demonstrate in order to pass their course. The statements have been designed to meet national expectations contained within the [Framework for Higher Education Qualifications](#). This ensures that the learning outcomes for your course are equivalent to similar courses at other UK universities and colleges.

The design of your course has been guided by the national subject benchmark for Hospitality, Leisure, Sport and Tourism. Written by national experts, the benchmark describes the defining characteristics of the subject area and the abilities and skills you should be able to demonstrate by the end of the course.

#### 4. The Structure of your Course

##### BA (Hons) Events Management

##### Year 1 - Level 4

TB1	<u><b>MKTG40249</b></u> <b>Introduction to Tourism &amp; Events</b> (30 credits)	<u><b>ENTP40075</b></u> <b>Management Skills</b> (Enhancing Your Career & Personal Success) (30 credits)	<u><b>HRMG40027</b></u> <b>Resourcing Events and Tourism Organisations</b> (30 credits) ↓ <ul style="list-style-type: none"> <li>• <i>Human Resources/OBLC</i></li> <li>• <i>Accounting &amp; Finance</i></li> </ul>
TB2			<u><b>MKTG40299</b></u> <b>Entrepreneurial Marketing</b> (30 credits)

##### Year 2 - Level 5

TB1	<u><b>TOUR50090</b></u> <b>Legislation &amp; Human Resources in the Event Context</b> (30 credits)	<u><b>TOUR50118</b></u> <b>Fundraising for Events Management</b> (15 credits)	<u><b>ENTP50075</b></u> <b>Professional Development (Enterprise, Entrepreneurialism and Citizenship)</b> (15 credits)
TB2	<u><b>TOUR50176</b></u> <b>New Media Marketing in Tourism &amp; Events</b> (15 credits)	<u><b>OPSM50015</b></u> <b>Tourism &amp; Events Service Operations Management</b> (30 credits)	<b>Professional Choice</b> (15 credits)

##### Professional Choice (Option) modules will be selected from the list below:

New Media Marketing  
 Services & Relationship Marketing  
 Managing Employees through Performance & Reward  
 Enterprising Graduate 1  
 Management, the Entrepreneur & the Small Business Environment  
 The TRIAD (EU, USA & Japan) & International Business  
 International Culture & Communications  
 Sustainable Business  
 Effective Organisational Purchasing  
 Business Negotiation Techniques  
 Small Business & Enterprise  
 Financial Services

Work Experience  
 Legal Environment of Business

**Year 3 - Level 6**

<b>TB1</b>	<b><u>TOUR60018</u> Events Planning &amp; Strategy (30 credits)</b>	<b><u>STRA60112</u> Work Experience <u>OR</u> Professional Choice (15 credits)</b>	<b><u>MKTG60297</u> Managing Events Communications (15 credits)</b>
<b>TB2</b>	<b><u>TOUR60105</u> Events Management Project (30 credits)</b>	<b><u>TOUR60026</u> Contemporary Issues in Tourism &amp; Events (30 credits)</b>	

**Professional Choice (Option) module will be selected from the list below:**

- Marketing Metrics
- Brand Identities & Communities
- Learning, Knowledge & Performance
- Managing & Coordinating the HR Function
- International Supply Chain Management
- The Role of Emerging Economies in International Business
- Sustainable Business
- Legal Aspects of Supply Chain Management
- Fraud Risk Management
- Applied Accounting Software
- Business of War & Terrorism
- Work Experience

**BA (Hons) Events Management (2 year Fast-track)**

**Year 1 - Level 4 and 5 (Level 5 modules delivered in TB3)**

<b>TB1</b>	<b><u>ENTP40075</u> Management Skills (Enhancing Your Career &amp; Personal Success) (30 credits)</b>	<b><u>MKTG40249</u> Introduction to Tourism &amp; Events (30 credits)</b>	<b><u>HRMG40027</u> Resourcing Events and Tourism Organisations (30 credits) ↓ • <i>Human Resources/OBLC</i> • <i>Accounting &amp; Finance</i></b>	
<b>TB2</b>			<b><u>MKTG40299</u> Entrepreneurial Marketing (30 credits)</b>	
<b>TB3</b>	<b><u>ENTP50075</u> Professional Development (Enterprise, Entrepreneurialism and Citizenship) (15 credits)</b>	<b><u>TOUR50118</u> Fundraising for Events Management (15 credits)</b>	<b><u>TOUR50176</u> New Media Marketing in Tourism &amp; Events (15 credits)</b>	<b><u>MKTG50171</u> Work Experience (15 credits)</b>

**Year 2 - Level 5 and 6**

<b>TB1</b>	<b><u>TOUR50090</u> Legislation &amp; Human Resources in the Event Context (30 credits)</b>	<b><u>TOUR60018</u> Events Planning &amp; Strategy (30 credits)</b>		
<b>TB2</b>	<b><u>OPSM50015</u> Tourism &amp; Events Service Operations Management (30 credits)</b>	<b><u>TOUR60105</u> Events Management Project (30 credits)</b>		
<b>TB3</b>	<b><u>TOUR60026</u> Contemporary Issues in Tourism &amp; Events (30 credits)</b>	<b><u>MKTG60297</u> Managing Events Communications (15 credits)</b>	<b><u>TOUR60110</u> Tourism in Action (15 credits)</b>	

## 5. The Staffordshire Graduate and Employability

The Staffordshire Graduate represents a set of qualities that the University passionately believes is necessary for success in the 21st century. The Staffordshire Graduate is a reflective and critical learner with a global perspective, prepared to contribute in the world of work.

### **The Staffordshire Graduate will:**

#### **Discipline Expertise:**

- Have an understanding of the forefront of knowledge in their chosen field

#### **Professionalism:**

- Be prepared to be work-ready and employable and understand the importance of being enterprising and entrepreneurial

#### **Global Citizenship:**

- Have an understanding of global issues and of their place in a globalised economy

#### **Communication and Teamwork:**

- Be an effective communicator and presenter and able to interact appropriately with a range of colleagues
- Have developed the skills of independence of thought and (when appropriate) social interaction through teamwork

#### **Reflective and Critical Learner:**

- Have the ability to carry out inquiry-based learning and critical analysis
- Be a problem solver and creator of opportunities

#### **Lifelong Learning:**

- Be technologically, digitally and information literate
- Be able to apply Staffordshire Graduate attributes to a range of life experiences to facilitate life-long learning and life-long success.

All students will have many opportunities to develop and achieve these attributes. These will include learning opportunities within their chosen awards and co-curricular activities such as work experience, volunteering and the development of employability, enterprise and entrepreneurial skills.

## **Employability, Enterprise and Entrepreneurship:**

### **Being employable...**

... involves the development of a set of skills, knowledge and personal attributes that makes graduates more likely to gain employment, have the capability of being effective in the workplace and be successful in their chosen occupation to the benefit of themselves, the workforce, the community and the economy.

### **Being Enterprising ...**

...involves a set of skills and attitudes that can enable a culture of identifying opportunities, creativity, risk taking and innovation. It can involve many activities – for instance organising an event, planning an overseas trip or involvement in a social enterprise. Equally it can be about finding new solutions to old problems in your workplace, conducting a piece of research in a resourceful way, starting a new society or being involved in a community project. Employers value enterprising people!

### **Being Entrepreneurial...**

...very often involves using enterprise skills to create new businesses and bring them to market. There is considerable support for those wishing to do so while at University. However, being entrepreneurial is not just about business skills or starting new ventures; it is a way of thinking and behaving relevant to all parts of society and the economy in terms of mindsets, behaviours, skills and capabilities to come up with new ways of doing things well and the flexibility to change career direction.

The Staffordshire Graduate is embedded within your course, across a range of modules. Please refer to Appendix B to see how your course enables you to develop the Staffordshire Graduate attributes.

More information on the Staffordshire Graduate can be found at:

<http://www.staffs.ac.uk/study/staffordshiregraduate/>

Engaging in the opportunities presented to you on your Events Management programme will significantly enhance your employability. Modules are designed and delivered to encourage you to interact with others and develop teamwork skills, as well as address complex and real-world issues. Throughout your programme there will be range of opportunities to volunteer on internal and external projects and within local, regional, national and international organisations. For those students who welcome the idea of working within a culturally diverse industry, there will be opportunities to work abroad, possibly through the Erasmus internship programme, amongst others.

## 6. Professional Recognition

The Events Management degree is recognised by the Tourism Management Institute. We are also members of The Association for Events Management Education (AEME) <http://www.aeme.org/>.

## 7. Learning, Teaching and Assessment on your Course

### 7.1 Learning and Teaching

Recognising the diverse skills and styles of our student community places an emphasis on ensuring that a range of learning environments and media are available and enabling students to engage in learning in a variety of ways. The emphasis on experiencing tourism practice in a business environment creates the need for additional learning environments such as conference, learning in work and more visits to supplement the more traditional approaches of lectures, guest speakers, tutorials, workshops, seminars and VLE to complement and enhance traditional, face-to-face learning experience. Knowledge and skills will be developed through case-studies, role-plays, simulations, presentations, projects (work-based and academic), reflective portfolios and the extended use of technology supported activities.

The curriculum will develop and evolve so that knowledge and skills learned in core modules will be transferred, re-applied and developed in related option modules and at higher levels. You will be guided through your studies through a teaching support network of module tutors, personal tutors, award leaders and supporting academic and business managers, and dedicated and involved support and pastoral staff. Learning and teaching will be an enriching experience for you that reflects the value the school places on effective, innovative and research informed teaching. Learning and teaching will foster your critical intellectual development and the business capabilities required to engage in contemporary organisations.

In your learning situations you will be acting in partnership with module deliverers and facilitators who, through a programme of study designed to develop an evolving body of knowledge and portfolio of skills will be:

- Encouraging active learning and a confidence to learn
- Making explicit the skills to be developed through the curriculum
- Stimulating intellectual curiosity and excitement in learning through engagement with up-to-date and contemporary, well researched subjects.
- Encouraging critical reasoning about the world of business to achieve well informed judgements and conclusions
- Challenging and shaping new learning experiences and opportunities through application of research informed pedagogy

And you will be:

- Engaging with complex, challenging problems and real world issues
- Proactively using available resources, technical, digital and paper-based to address problems, construct solutions and identify new topics for research
- Engaging in constructive reflection on learning and new ideas
- Communicating and sharing with others in effective teams and collaborative activities, demonstrating a sense of community through active involvement with individuals and groups from differing backgrounds, communities and value systems

### **Enquiry Based Learning**

Graduate study emphasises an enquiry style of learning. Enquiry Based Learning is based on you experiencing a wide range of assessment outcomes and learning processes. As such it is quite contextual and based on the situation of the subject. It is very much based around academic staff defining the area of learning involved but then it is up to you to read around the subject using such sources as the academic text, journal or professional articles and material on the news. It requires you to be reflective and critical in developing evidence based solutions founded on both theory and referenced opinion from other sources and you putting these together to address the assessment topic. It is not simply descriptive but requires you to show understanding, interpretation and judgement - all skills needed to be successful in employment. Assessment can take a number of forms here including logs, group work, presentation as well as exams and assignments

### **Teaching and Learning Methods**

You will experience a variety of teaching and learning methods which incorporate both formal types of teaching and independent learning.

Examples of the types of learning experiences that you will encounter on the Events awards include:

- Lectures
- Tutorials and seminars
- Group tasks
- Student-led and tutor-led independent exercises
- Workshops
- Examinations
- Assignments
- Case based assignments
- Presentations
- Investigations
- Literature review

At the start of each module you will be given a Module handbook. This should contain further details about the specific teaching and learning methods employed advice on how to manage your own learning and how you will be assessed. Each module has a specified module leader all module-related enquiries should be directed to the module leader in the first instance.

## 7.2 Placements and Work-Based Learning

It is becoming increasingly important for students to gain relevant work experience to support their degree. A significant percentage of graduate employers are saying that they will not even shortlist candidates unless they have relevant work experience. The work placement gives students an opportunity to be a meaningful employee of an organisation for a minimum of 48 weeks, working full time. Students are recruited in the same way that graduates are – this means that students are gaining valuable recruitment experience in terms of preparing job application documents and interview processes.

Placements expose students to workplace etiquette and prepare them for graduate employment. Students gain experience and confidence throughout the placement year. This makes them a better student in their final year and generally results in a higher classification for their degree. It also makes the student more employable, allowing them to 'hit the floor running' in their graduate career. In a number of cases, placement students are offered graduate positions by their host organisation.

There are placements available in all sectors of the economy and are salaried in most cases. The University does not approve of unpaid placements. Placements can be located throughout the United Kingdom and may be international. The Placements Team in the Careers Office (Cadman Building, College Road) will help you with job application documents. They will advertise placement positions on their website.

The Placements Office is located in the Cadman Building, College Road. Staff in this office will provide you with support in finding a placement.

### **Student Testimonials**

'There is huge breadth to the programme, offering the potential of multiple career paths after graduation. As a placement student, I have had experience within an industry and completed a work-based project enabling me to gain a certificate in continuing professional development. The visit to Barcelona in the second year to explore the tourism [and events] offer available there and the data collection we carried out at the successful Stone Food and drink festival in October are just a couple of examples that demonstrate how practical the course is, allowing us to be immersed in our learning. There has been no shortage of opportunities made available throughout the course and the passionate and supportive lecturing team

are an asset to the university. I have thoroughly enjoyed my time being a part of Staffordshire University and the skills I have gained throughout my degree and placement year have empowered me to secure a managerial role within an educational charity in London, where I will be leading a team of up to 16 full-time volunteers and coordinating corporate and recruitment events.' **Luke Fairbrass**

'As sole member of the marketing team at Langer, I was given a large amount of responsibility. My initial task was to present a marketing plan for the forthcoming 12 months and then put the plan into practice. The high levels of freedom allowed me to put the theory I had learnt during university into practice and gave me a great insight into the life of a full time business professional. Overall, I found that my placement was an excellent baptism of fire. I had the opportunity to take confidence from the positives and learn from my mistakes. My placement helped me to realise the importance of the theory I have learnt at university and taught me new life skills such as telephone mannerisms and how to approach people in the correct manner. I would advise all...students to take a placement year as the experience prepares you for life outside university and teaches you the basic etiquette that is needed whilst working in a professional environment.' **Sam Wright**

### 7.3 Assessment

Appendix B provides details of the assessment strategy for the course. Assessments include debates, reports, presentations, team events, essays and portfolios. All work should be Harvard referenced, the guidelines for which may be found on the library website:

[http://www.staffs.ac.uk/support\\_depts/infoservices/learning\\_support/refzone/harvard/index.jsp](http://www.staffs.ac.uk/support_depts/infoservices/learning_support/refzone/harvard/index.jsp)

Where you are required to undertake research requiring ethical approval please follow the ethical review procedures published on the university website. This is likely to be at level 6 in your final year, however you may require ethical approval when working on internal or external projects as part of your programme of study.

### 7.4 How to Submit Assessments

The majority of assignments will be required to be submitted online, however there may be instances where written assignment submission is required.

#### **Submitting Assignments Online**

Online assignments will be submitted through BlackBoard, using one of a number of methods. In each case, the module handbook and BlackBoard site for that module will make it clear how and when you are required to submit your work. All

assignments should be submitted through the Module space in Blackboard, and not through the award space.

In some cases you may be asked to submit your work via email or another online process. In each case, this will be made clear in your module handbook.

All electronic submissions via Blackboard should have an e-version of the coversheet cut-and-pasted into the front of your assignment document.

### **Written Assignment Submission**

Written assignments will either be submitted as a hard copy to your Faculty Office, or submitted online through Blackboard. Each module handbook will make it clear how you will be expected to submit your work.

### **Learning Support Agreements**

If you have a learning support agreement which recognises dyslexia as a disability make sure that you ask for one of the yellow stickers (available from the Faculty Office) to attach to your work to signal to the tutor that the assignment needs to be marked on content and understanding and not penalised for grammar, spelling or punctuation errors.

For online submissions, you will be advised by your Faculty Office, or in the module handbook on how to signal this to your tutor.

Similarly, if your learning support statement specifies that you can negotiate the submission dates of your assessments then please ensure that you have agreed new submission dates with your tutor in advance of the original deadline. On the Faculty assignment cover-sheet there is a box for stating the agreed negotiated deadline and the tutor's signature. Please be mindful of the fact that you may need to complete the cover-sheet in advance of the submission date to ensure you get the tutor's signature – rather than assume the tutor will be available on the day / time you intend to submit. If you hand work in after a negotiated deadline, it will be treated as 'late', and will be marked at zero. So, if having once negotiated a deadline you find that, as it approaches, you are going to need a further extension, you will need to go back to your Course Leader / Personal Tutor to authorise this. Your Course Leader / Personal Tutor will use the test of 'reasonableness' in agreeing to any further extension. If you need to adjust the assignment schedule agreed with your Course Leader / Personal Tutor for reasons that are unrelated to your disability, then you will need to use the normal Extenuating Circumstances procedure.

## Keeping a Backup

Finally, of course, it is good practice to keep a hard or (backed-up) electronic copy of any assignment you submit, whether that assignment is submitted on paper or electronically. Should the assignment you submit get lost, then you will have the receipt to prove that you handed it in, and a copy to replace what has been lost.

## Extenuating Circumstances

You must submit all pieces of assessment required for each module on or before the submission date for each piece of assessment. Failure to do so is likely to result in failure of the module overall. There may be occasions when you are unable to submit or undertake a piece of assessment due to circumstances beyond your control. The University has put in place a procedure for dealing with such extenuating circumstances. You can find more information on the university's extenuating circumstances procedure at: <http://www.staffs.ac.uk/extenuating/>

## 7.5 Feedback on your Work

You will normally receive feedback on all your assessments, other than examinations, within 20 **working** days following the date of submission of your assessment or actual date of the assessment (in the case of class tests). For some assessments the feedback period will be less than 20 working days. However, it may be the case that the 20 day rule for some assessments cannot be met for justified reasons (for example, modules on which a large number of students are enrolled). However, it is anticipated that this will apply to only a small number of modules on your award. The anticipated feedback return times for all assessments will be published in your Module Handbooks or assignment brief.

In order to ensure that feedback is provided within 20 days, in most cases, the marks for your work will be provisional and will be subject to final ratification by the appropriate Assessment Board in due course.

You should ensure that you understand the feedback you are given in order to inform future assessment submissions. It is your responsibility to make an appointment with the module tutor to discuss your feedback and ways in which you can improve your work. This is good practice and is actively encouraged by module tutors.

### **Good feedback should:**

1. Be an interactive process involving student-tutor and student-student dialogue;
2. Facilitate the development of self-assessment and reflection;

3. Clarify for students and staff, through dialogue, what good or bad performance actually is in the assignment or task;
4. Be developmental, progressive and transferable to new learning contexts;
5. Be ongoing and embedded in the learning process;
6. Motivate, build esteem and confidence to support sustainable lifelong learning;
7. Support the development of learning groups and communities.

### **Formal University examinations**

Feedback for examinations will always be provided and should be available as soon as possible after the relevant examination. Where appropriate, feedback on examinations at the end of the last teaching block in the final year should be provided in the form of generic, group feedback through the University VLE. At the latest, feedback should be provided at least four weeks before the next examination period.

The University hopes that you will also play your part by ensuring that you collect feedback from the relevant sources as soon as it is available.

#### **7.6 External Examiners Appointed to your Course**

External examiners help the university to ensure that the standards of your course are comparable to those provided by other universities or colleges in the UK. More information on the role performed by external examiners can be found at: [www.staffs.ac.uk/externalexaminers/](http://www.staffs.ac.uk/externalexaminers/)

The external examiner for your course is:

**Phil Higson, Senior Lecturer in Tourism and Events**

**Liverpool John Moores University**

It is not appropriate for you to make direct contact with your external examiner.

### **8. Extra Costs**

During the second year (Level 5) of your award, there will be a student residential visit to a European City (normally Barcelona, however this is subject to change) as a compulsory element of the Tourism and Events Service Operations Management module. The costs of this are incorporated within your course fees however you will

require personal spending money for the visit to cover meals, snacks, drinks and souvenirs.

Additionally there may be opportunities to participate in local, regional or national field trips for which a small contribution to costs may be requested. This is likely to be minimal and, where possible, visits will be subsidised by the Business School.

## **9. Communication**

The course team will generally communicate with you via email, Blackboard and a dedicated Tourism and Events Management Facebook page. They may also contact you via the telephone number you have listed, if they need to speak to you urgently. Please ensure that you access your university email account regularly. You are able to communicate with course team members in a similar way, however please note that it may take up to 48 hours for a response (or longer if a member of the course team is working off-campus, overseas or is on annual leave). Should you receive an 'out of office' email from a member of the course team and your enquiry is urgent, please contact the Course leader in the first instance, who may be able to help further. If the Course leader is also unavailable, please contact the Business School office directly.

## **10. Support and Guidance**

Each student will be assigned a member of academic staff as a personal tutor. You will be offered at least one personal tutorial per semester, with the opportunity to arrange further meetings with your personal tutor at a mutually convenient date and time, should they be required. The personal tutor will then act as a focus for problems you may encounter and advise on the best way of tackling them. Whenever possible, the personal tutor will also provide advice on a choice of modules within the course.

Your Personal Tutor is the person you should see if you have problems, or need guidance and support. It is important that you feel comfortable talking to your personal tutor, as students normally keep the same tutor throughout the year. If, for some reason, you are not happy with the personal tutor allocated, please see the course leader to investigate whether a change can be made.

Information on university support services can be found in the on-line student guide (available at: <http://www.staffs.ac.uk/student/guide/>)

The Student Advice Centre run by the Students' Union provides independent, impartial and confidential advice to students free of charge. More information on the Students' Union can be found at: <https://www.staffsunion.com/>

## 11. The Student Voice

During the course you will have the opportunity to share your views and opinions on your modules, course and the university. Your feedback is key to ensuring that we get an accurate picture of what it is like to be a student at Staffordshire University and enables us to enhance the learning experience for current and future students.

A course committee staffed by members of the course team and support staff will meet at regular intervals throughout your award. You will also be invited to contribute to meetings through feedback and comments, and also attendance where necessary. You will be notified of the dates of course committee meetings at the beginning of the academic year and notes of the meetings will be made available via Blackboard.

It is important that student representatives are elected to represent the views of students on the programme. Student representatives are generally elected in weeks 1 or 2 of the programme by their peers. Students will be made aware of who their representatives are via Blackboard and Facebook, and time will be allocated in each semester for the student representative/s to address the student cohort and collate any queries/concerns the group may have. These can then be addressed in students meetings with the course leader and/or course team, as appropriate.

At various times throughout the academic year, you will be invited to complete student surveys, the most significant and important of which are the Student Viewfinder Survey (SVS), the National Student Survey (NSS) and the Destination of Leavers in Higher Education (DLHE) survey. You will be asked to complete the SVS during year 1 (level 4) and year 2 (level 5) of your programme, the NSS during your final year and the DLHE after graduation. Your feedback is important to us and it is important to stress that you should raise ANY concerns before completing the surveys, not wait until the end of the academic year or indeed the end of your award, to raise any issues you may have, as only when we are made aware can we address any issues raised.

Issues raised by previous students include a lack of opportunity to engage with industry, too many assessments, delays in feedback and the quality of teaching rooms in some older buildings. The course team addressed these issues in a number of ways, leading to a significant improvement in available volunteer and placement opportunities on the programme, fewer and more focused assessments across all modules, quicker turnaround on assessment feedback and significant investment in the University estate.

## 12. Rules and Regulations

Your course is delivered and assessed according to the University's Academic Award Regulations. These can be accessed at: <http://www.staffs.ac.uk/regulations>

## Appendix A – Award Learning Outcomes

On completion of each level of study, BA (Hons) Events Management students will be able to:-

Common learning outcomes headings	Level 4	Level 5	Level 6
<b>Knowledge and Understanding</b>	Demonstrate knowledge of the underlying concepts and principles associated with Tourism, Events or Business practices that shape the management of people in work organisations.	Demonstrate knowledge and critical understanding of the well-established concepts, principles and their development in Tourism, Events or Business.	Demonstrate a systematic understanding and critical evaluation of key aspects of Tourism, Events and the strategic management process of business including acquisition of coherent and detailed knowledge, at least some of which is at or informed by, the forefront of defined aspects of Tourism, Events or Business.
<b>Learning</b>	Develop lines of argument and make sound judgements in accordance with basic theories and concepts of Tourism, Events or Business.	Understand the limits of their knowledge, and how this influences analysis and interpretations based on that knowledge. Develop and exercise higher order thinking abilities and apply them within the context of topics critical to the management of organisations.	Demonstrate an understanding of the uncertainty and ambiguity associated with the study of Tourism, Events or Business in relation to strategic management.
<b>Enquiry</b>	Present, evaluate and interpret qualitative and quantitative data.	Demonstrate knowledge of the main methods of enquiry in Tourism, Events or Business.	Deploy accurately established techniques of enquiry and initiate and carry out a project within an aspect of Tourism, Events or Business.
<b>Analysis</b>	Evaluate and interpret concepts and principles of Tourism, Events or Business.	Use a range of established techniques to initiate and undertake critical analysis of information.	Describe and comment upon advanced scholarship in Tourism, Events or Business and critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete) to make judgements.
<b>Problem Solving</b>	Evaluate the appropriateness of different approaches to solving problems relating to Tourism, Events or Business.	Evaluate critically the appropriateness of different approaches to solving problems in Tourism, Events or Business and propose solutions to problems arising from analysis.	Demonstrate the ability to analyse appropriate approaches to solving problems and use decision making in complex and unpredictable business contexts.
<b>Communication</b>	Communicate the results of study/work accurately, reliably and with structured and coherent arguments.	Communicate effectively information and arguments in a variety of forms, to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively.	Communicate and analyse information, ideas, problems, complex issues and solutions to both specialist and non-specialist audiences.
<b>Application</b>	Display the ability to use knowledge gained in the Tourism, Events and Business core modules to the skills module and vice versa.	Apply underlying concepts and principles outside the context in which they were first studied.	Apply the methods and techniques learnt to review, consolidate and apply knowledge and understanding to devise and sustain arguments.
<b>Reflection</b>	Demonstrate qualities and transferable skills necessary for further study requiring the exercise of some personal responsibility.	Demonstrate qualities and transferable skills necessary for employment or further training including the development of existing skills, and acquisition of new competencies that will require the exercise of personal responsibility and decision-making and will enable students to assume significant responsibility within the organisation.	Demonstrate a high level of competence in independent learning and personal responsibility.

## Appendix B – The Staffordshire Graduate

### THE STAFFORDSHIRE GRADUATE

The Staffordshire Graduate represents a set of qualities that the University passionately believes is necessary for success in the 21<sup>st</sup> century. The Staffordshire Graduate is a reflective and critical learner with a global perspective, prepared to contribute in the world of work.

The table below indicates where, within your course, these characteristics are addressed:

COURSE TITLE:	BA (Hons) Events Management (Core Modules only)	
Characteristic	Course Module(s) including level and number of credits	Method of Assessment
<b>A Work-ready and employable</b>	Management Skills (Enhancing your career & Personal Success) L4	PDP portfolio of: video, IT documents, assignment & action plan
	Introduction to Tourism and Events (30 credits) L4	Written assignment
	Professional Development (Enterprise, Entrepreneurialism and Citizenship) (15 credits) L5	1000 word assignment, job application documents, 1500 Project management assignment
	New Media Tourism and Events Marketing (15 credits) L5	Individual assignment 2000 words
	Tourism Management Project (30 credits) L6	Individual presentation (15%); individual assignment 5000 words (85%)
<b>B Understanding of enterprise and entrepreneurship</b>	Introduction to Tourism and Events (30 credits) L4	Written assignment
	Entrepreneurial Marketing (30 credits) L4	Group presentation, group report, feasibility study, marketing plan.

	Tourism Management Project (30 credits) L6	Individual presentation (15%); individual assignment 5000 words (85%)
	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (60%), Individual debate Paper 2000 words (40%)
<b>C Understanding of global issues and their place in the global economy</b>	Introduction to Tourism and Events (30 credits) L4	Written assignment
	Tourism Theories and Perspectives (15 credits) L5	Contribute to online discussion forum – 4 x 500 word submissions
	Resourcing the Events and Tourism Organisation (30 credits) L4	Class test (50%); Examination (50%)
	Tourism and Events Service Operations Management (30 credits) L5	Portfolio 3000 words (100%)
	Tourist Destinations, Leisure and Culture (30 credits) L5	2 x 2000 word assignments (50% each)
	New Media Tourism and Events Marketing (15 credits) L5	Individual assignment 2000 words
	International Leisure and Tourism Marketing (30 credits) L6	Grp assignment (25%); Individual essay (25%); Individual essay 2500 words (50%)
	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (60%), Individual debate Paper 2000 words (40%)
<b>D Communication skills</b>	Management Skills (Enhancing your career & Personal Success) L4	PDP portfolio of: video, IT documents, assignment & action plan
	Introduction to Tourism and Events (30 credits) L4	Written assignment

	Tourism Theories and Perspectives (15 credits) L5	Contribute to online discussion forum – 4 x 500 word submissions
	Resourcing the Events and Tourism Organisation (30 credits) L4	Class test (50%); Examination (50%)
	Entrepreneurial Marketing (30 credits) L4	Group presentation, group report, feasibility study, marketing plan.
	Professional Development (Enterprise, Entrepreneurialism and Citizenship) (15 credits) L5	1000 word assignment, job application documents, 1500 Project management assignment
	Tourism and Events Service Operations Management (30 credits) L5	Portfolio 3000 words (100%)
	Tourism Destinations, Leisure and Culture (30 credits) L5	2 x 2000 word assignments (50% each)
	New Media Tourism and Events Marketing (15 credits) L5	Individual assignment 2000 words
	Tourism Management Project (30 credits) L6	Individual presentation (15%); individual assignment 7000 words (85%)
	International Leisure and Tourism Marketing (30 credits) L6	Grp assignment (25%); Individual essay (25%); Individual essay 2500 words (50%)
	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (60%), Individual debate Paper 2000 words (40%)
	Tourism in Action (30 credits) L6	Assignment 2500 words (100%)
<b>E Presentation skills</b>	Management Skills (Enhancing your career & Personal Success) L4	PDP portfolio of: video, IT documents, assignment & action plan
	Introduction to Tourism and Events (30 credits) L4	Written assignment

	Tourism Theories and Perspectives (15 credits) L5	Contribute to online discussion forum – 4 x 500 word submissions
	Entrepreneurial Marketing (30 credits) L4	Group presentation, group report, feasibility study, marketing plan.
	Professional Development (Enterprise, Entrepreneurialism and Citizenship) (15 credits) L5	1000 word assignment, job application documents, 1500 Project management assignment
	Tourism Management Project (30 credits) L6	Individual presentation (15%); individual assignment 5000 words (85%)
	International Leisure and Tourism Marketing (30 credits) L6	Grp assignment (25%); Individual essay (25%); Individual essay 2500 words (50%)
	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (40%), Individual debate Paper 2000 words (60%)
	Tourism in Action (30 credits) L6	Assignment 2500 words (100%)
<b>F The ability to interact confidently with colleagues</b>	Management Skills (Enhancing your career & Personal Success) L4	PDP portfolio of: video, IT documents, assignment & action plan
	Introduction to Tourism and Events (30 credits) L4	Written assignment
	Entrepreneurial Marketing (30 credits) L4	Group presentation, group report, feasibility study, marketing plan.
	Tourism and Events Service Operations Management (30 credits) L5	Portfolio 3000 words (100%)
	International Leisure and Tourism Marketing (30 credits) L6	Grp assignment (25%); Individual essay (25%); Individual essay 2500 words (50%)

	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (60%), Individual debate Paper 2000 words (40%)
<b>G Independence of thought</b>	Management Skills (Enhancing your career & Personal Success) L4	PDP portfolio of: video, IT documents, assignment & action plan
	Introduction to Tourism and Events (30 credits) L4	Written assignment
	Resourcing the Events and Tourism Organisation (30 credits) L4	Class test (50%); Examination (50%)
	New Media Tourism and Events Marketing (15 credits) L5	Individual assignment 2000 words
<b>H Skills of teamworking</b>	Management Skills (Enhancing your career & Personal Success) L4	PDP portfolio of: video, IT documents, assignment & action plan
	Introduction to Tourism and Events (30 credits) L4	Written assignment
	Entrepreneurial Marketing (30 credits) L4	Group presentation, group report, feasibility study, marketing plan.
	Tourism and Events Service Operations Management (30 credits) L5	Portfolio 3000 words (100%)
	International Leisure and Tourism Marketing (30 credits) L6	Grp assignment (25%); Individual essay (25%); Individual essay 2500 words (50%)
	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (60%), Individual debate Paper 2000 words (40%)
	Tourism in Action (30 credits) L6	Assignment 2500 words (100%)

<b>I Ability to carry out inquiry-based learning and critical analysis</b>	Management Skills (Enhancing your career & Personal Success) L4	PDP portfolio of: video, IT documents, assignment & action plan
	Introduction to Tourism and Events (30 credits) L4	Written assignment
	Tourism Theories and Perspectives (15 credits) L5	Contribute to online discussion forum – 4 x 500 word submissions
	Resourcing the Events and Tourism Organisation (30 credits) L4	Class test (50%); Examination (50%)
	Entrepreneurial Marketing (30 credits) L4	Group presentation, group report, feasibility study, marketing plan.
	Professional Development (Enterprise, Entrepreneurialism and Citizenship) (15 credits) L5	1000 word assignment, job application documents, 1500 Project management assignment
	Tourism and Events Service Operations Management (30 credits) L5	Portfolio 3000 words (100%)
	Tourism Destinations, Leisure and Culture (30 credits) L5	2 x 2000 word assignments (50% each)
	New Media Tourism and Events Marketing (15 credits) L5	Individual assignment 2000 words
	Tourism Management Project (30 credits) L6	Individual presentation (15%); individual assgt 7000 words (85%)
	International Leisure and Tourism Marketing (30 credits) L6	Grp assignment (25%); Individual essay (25%); Individual essay 2500 words (50%)
	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (60%), Individual debate Paper 2000 words (40%)
	Tourism in Action (30 credits) L6	Assignment 2500 words (100%)

<b>J Skills of problem solving and creation of opportunities</b>	Management Skills (Enhancing your career & Personal Success) L4	PDP portfolio of: video, IT documents, assignment & action plan
	Introduction to Tourism and Events (30 credits) L4	Written assignment
	Resourcing the Events and Tourism Organisation (30 credits) L4	Class test (30%); 1000 word assignment (30%); 1500 word integrated assignment (40%)
	Entrepreneurial Marketing (30 credits) L4	Group presentation, group report, feasibility study, marketing plan.
	Tourism and Events Service Operations Management (30 credits) L5	Portfolio 3000 words (100%)
	Tourism Destinations, Leisure and Culture (30 credits) L5	2 x 2000 word assignments (50% each)
	New Media Tourism and Events Marketing (15 credits) L5	Individual assignment 2000 words
	Tourism Management Project (30 credits) L6	Individual presentation (15%); individual assgt 7000 words (85%)
	International Leisure and Tourism Marketing (30 credits) L6	Grp assignment (25%); Individual essay (25%); Individual essay 2500 words (50%)
	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (60%), Individual debate Paper 2000 words (40%)
	Tourism in Action (30 credits) L6	Assignment 2500 words (100%)
<b>K Technologically, digitally and information literate</b>	Management Skills (Enhancing your career & Personal Success) L4	PDP portfolio of: video, IT documents, assignment & action plan
	Introduction to Tourism and Events (30 credits) L4	Written assignment

	Tourism Theories and Perspectives (15 credits) L5	Contribute to online discussion forum – 4 x 500 word submissions
	Resourcing the Events and Tourism Organisation (30 credits) L4	Class test (50%); Examination (50%)
	Entrepreneurial Marketing (30 credits) L4	Group presentation, group report, feasibility study, marketing plan.
	Professional Development (Enterprise, Entrepreneurialism and Citizenship) (15 credits) L5	1000 word assignment, job application documents, 1500 Project management assignment
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	Tourism Destinations, Leisure and Culture (30 credits) L5	2 x 2000 word assignments (50% each)
	New Media Tourism and Events Marketing (15 credits) L5	Individual assignment 2000 words
	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (60%), Individual debate Paper 2000 words (40%)
	Tourism in Action (30 credits) L6	Assignment 2500 words (100%)
<b>L Able to apply Staffordshire Graduate attributes to a range of life experiences to facilitate life-long learning</b>	Introduction to Tourism and Events (30 credits) L4	Written assignment
	Tourism Theories and Perspectives (15 credits) L5	Contribute to online discussion forum – 4 x 500 word submissions
	Professional Development (Enterprise, Entrepreneurialism and Citizenship) (15 credits) L5	1000 word assignment, job application documents, 1500 Project management assignment

	Tourism Destinations, Leisure and Culture (30 credits) L5	2 x 2000 word assignments (50% each)
	International Leisure and Tourism Marketing (30 credits) L6	Grp assignment (25%); Individual essay (25%); Individual essay 2500 words (50%)
	Contemporary Issues in Tourism and Events (30 credits) L6	Group debate (60%), Individual debate Paper 2000 words (40%)