

## Course Specification

<b>Published Date:</b>	15-Aug-2017
<b>Produced By:</b>	Haiden Novis
<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	Wolverhampton Business School		
<b>Course Code(s):</b>	LI003H01UV	Full-time	3 Years
	LI003H31UV	Part-Time	6 Years
<b>Course Title:</b>	BA(Hons) Event and Venue Management		
<b>Hierarchy of Awards:</b>	Bachelor of Arts with Honours Event and Venue Management Bachelor of Arts Event and Venue Management Diploma of Higher Education Event and Venue Management Certificate of Higher Education Event and Venue Management University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>	24/May/2017		
<b>Last Review:</b>	2014/5		
<b>Course Specification valid from:</b>	2009/0		
<b>Course Specification valid to:</b>	2020/1		

## Academic Staff

<b>Course Leader:</b>	Dr Asia Alder
<b>Head of Department:</b>	Dr Peter Robinson

# Course Information

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<b>Location of Delivery:</b>	University of Wolverhampton
<b>Category of Partnership:</b>	Not delivered in partnership
<b>Teaching Institution:</b>	University of Wolverhampton
<b>Open / Closed Course:</b>	This course is open to all suitably qualified candidates.

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## Entry Requirements:

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Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

- 220-260 UCAS points with a minimum of 180 points from at least two 'A' levels
- BTEC National Diploma grade MMP, BTEC National Certificate grade DM
- BTEC QCF Extended Diploma grade MMP, BTEC QCF Diploma grade DM
- Access to HE Diploma full award

If you've got other qualifications or relevant experience please consult the [UCAS tariff tables](#) or contact us before applying.

International student language requirements and application guidance can be found at <http://www.wlv.ac.uk/international/apply>

## Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process.

Entry to this course requires a Disclosure and Barring Service (DBS) Check.

Those who do not meet the entry requirements may be offered an alternative course.

## Distinctive Features of the Course:

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The Marketing, Innovation, Leisure and Enterprise (MiLE) department has strong reputations in the subject discipline of event and venue management, based on a combination of the industry expertise and experience of MiLE department staff who have delivered a number of consultancy projects on behalf of organisations such as The NEC Group, further demonstrating our expertise around the management of venues. Courses are informed and endorsed by our research, publications, and engagement with professional bodies such as the Association for Events Management Education (AEME) and Chartered Institute of Marketing (CIM).

The University is an Institute of Travel and Tourism (ITT) Centre of Excellence which recognises leading universities who working particularly closely with the Institute to develop and maintain high professional standards throughout the travel and tourism industry. The University receives support in organising industrial placements, access to high level industry speakers, access to senior industry figures for research purposes and will grant an annual ITT Centre of Excellence Student of the Year award to a student identified by the university.

Our relationship with university venues: The Arena Theatre and The Performance Hub provide an alternative classroom which you will access as part of your course. Learning with us, you will engage with industry through application of learning to live events, field trips and guest lecturers. These resources and developments place MiLE in a very strong position to provide both practical experiences which underpin theoretical understanding and prepare you for the challenges of working in the dynamic event marketing environment.

Whilst studying with us in our new business school at the Wolverhampton Campus, you will learn about the global marketplace within which event venues operate, gain a working understanding of digital technologies, and develop entrepreneurship and business marketing skills that will help you to plan, organise, and deliver events.

### Educational Aims of the Course:

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The BA (Hons) Event and Venue Management course is a popular choice for students wishing to gain employment in this exciting and rapidly expanding industry, for starting your own events business and for event professionals looking to enhance their career prospects.

The course equips you with an events management portfolio of knowledge and skills so that you can consider the diverse work opportunities available in the events industry regionally, nationally and internationally. Whilst studying with us, you learn about the dynamic global marketplace within which events venues operate, gain a working understanding of digital technologies and develop management, business and entrepreneurship skills that will help you to plan, organise and stage events.

### Intakes:

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September  
January

### Major Source of Funding:

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HE FUNDING COUNCIL FOR ENGLAND (HEFCE)

### Tuition Fees:

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Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2017/8	H	Full Time / Sandwich	£9250.00
2017/8	EU	Full Time / Sandwich	£9250.00
2017/8	Overseas	Full Time / Sandwich	£11475.00
2017/8	H	Part Time	£2835.00
2017/8	EU	Part Time	£2835.00
2017/8	Overseas	Part Time	£5738.00

### PSRB:

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None

### Course Structure:

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#### January (Full-Time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4MK002	Marketing Principles	20	SEM1	Core
4LI011	Academic Skills	20	SEM1	Core
4LI001	Introduction to Events and Venues	20	SEM1	Core
4HR002	Introduction to People at Work	20	SEM2	Core
4LI007	Employability: The World of Work	20	SEM2	Core
4LI009	Venue Design and Management	20	SEM2	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5LI018	Services Marketing	20	SEM1	Core
5LI007	Functions and Special Events	20	SEM1	Core
5HR002	Leading and Managing in Organisations	20	SEM2	Core
5LI005	Employability: Managing Finance and Human Resources	20	SEM2	Core
5LI017	Research Themes in Events	20	SEM2	Core

**Group 13 | Min Value: 20 | Max Value: 20**

6LI011	Sustainability and Events and Venues	20	SEM1	Core Option
6LI024	The Wedding Experience	20	SEM1	Core Option

**Group 14 | Min Value: 20 | Max Value: 20**

6MK002	Marketing Strategy	20	SEM1	Core Option
6BU009	Social Enterprise in Context	20	SEM1	Core Option
6BE001	Creating and Starting a New Business Venture	20	SEM1	Core Option
6BE002	Strategies for Building Business Success	20	SEM1	Core Option
6LI022	Research, Interpretation and Analysis	20	SEM1	Core
6BU008	Strategy and Consultancy	20	SEM2	Core
6LI012	Managing Digital Events and Venues	20	SEM2	Core
6BU013	Independent Project	20	SEM2	Core

## **September (Full-Time)**

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4MK002	Marketing Principles	20	SEM1	Core
4LI011	Academic Skills	20	SEM1	Core
4LI001	Introduction to Events and Venues	20	SEM1	Core
4HR002	Introduction to People at Work	20	SEM2	Core
4LI007	Employability: The World of Work	20	SEM2	Core
4LI009	Venue Design and Management	20	SEM2	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5LI018	Services Marketing	20	SEM1	Core
5LI007	Functions and Special Events	20	SEM1	Core
5HR002	Leading and Managing in Organisations	20	SEM2	Core
5LI005	Employability: Managing Finance and Human Resources	20	SEM2	Core
5LI017	Research Themes in Events	20	SEM2	Core

**Group 13 | Min Value: 20 | Max Value: 20**

6LI011	Sustainability and Events and Venues	20	SEM1	Core Option
6LI024	The Wedding Experience	20	SEM1	Core Option

**Group 14 | Min Value: 20 | Max Value: 20**

6MK002	Marketing Strategy	20	SEM1	Core Option
6BU009	Social Enterprise in Context	20	SEM1	Core Option
6BE001	Creating and Starting a New Business Venture	20	SEM1	Core Option
6BE002	Strategies for Building Business Success	20	SEM1	Core Option
6LI022	Research, Interpretation and Analysis	20	SEM1	Core
6BU008	Strategy and Consultancy	20	SEM2	Core
6LI012	Managing Digital Events and Venues	20	SEM2	Core
6BU013	Independent Project	20	SEM2	Core

Continuing students will follow the programme indicated below:

**September (Full-Time)**

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 40 credits year, 40 credits semester 1 and 40 credits semester 2.

Note for Top Up students - please choose the correct iteration for 6SW001 (UM2).

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
<b>Group 01   Min Value: 20   Max Value: 20</b>				
6LI011	Sustainability and Events and Venues	20	SEM1	Core Option
6LI024	The Wedding Experience	20	SEM1	Core Option
<b>Group 02   Min Value: 20   Max Value: 20</b>				
6BU009 not running				
6MK002	Marketing Strategy	20	SEM1	Core Option
6BU009	Social Enterprise in Context	20	SEM1	Core Option
6BE001	Creating and Starting a New Business Venture	20	SEM1	Core Option
6BE002	Strategies for Building Business Success	20	SEM1	Core Option
6LI022	Research, Interpretation and Analysis	20	SEM1	Core
6BU008	Strategy and Consultancy	20	SEM2	Core
6LI012	Managing Digital Events and Venues	20	SEM2	Core
6BU013	Independent Project	20	SEM2	Core

## Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

FHEQ Level Descriptors

QAA Generic Masters

QAA – (FHEQ), (2001) *Framework for higher education qualifications in England, Wales and Northern Ireland*

Equality Act 2010

## Learning Outcomes:

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### CertHE Course Learning Outcome 1 (CHECLO1)

"Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study"

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### CertHE Course Learning Outcome 2 (CHECLO2)

"Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study."

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### CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work

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### CertHE Course Learning Outcome 4 (CHECLO4)

"Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments"

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### CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

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### DipHE Course Learning Outcome 1 (DHECLO1)

"Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge."

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### DipHE Course Learning Outcome 2 (DHECLO2)

"Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context"

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### DipHE Course Learning Outcome 3 (DHECLO3)

"Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study"

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### DipHE Course Learning Outcome 4 (DHECLO4)

"Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis"

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DipHE Course Learning Outcome 5 (DHECLO5)

"Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively"

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DipHE Course Learning Outcome 6 (DHECLO6)

"Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations."

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Ordinary Course Learning Outcome 1 (ORDCLO1)

"Apply critically theories, and concepts relating to the dynamic events landscape, considering political, economic, social, economic, tourism, environmental and technological dimensions to the management of events and venues in global contexts. "

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Ordinary Course Learning Outcome 2 (ORDCLO2)

"To utilise a portfolio of transferable industry operational and entrepreneurial skills in the design, operation and management of events and venues. "

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Ordinary Course Learning Outcome 3 (ORDCLO3)

"Consider critically an in-depth knowledge of contemporary management theories, concepts and skills: marketing, HR, finance in a services context considering the complexities of managing stakeholders and operations in an experiential events landscape."

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Ordinary Course Learning Outcome 4 (ORDCLO4)

"Develop personally and professionally through academic and practical knowledge and skills acquisition from understanding to critical application of research into event related issues, either individually or as part of a team culminating in written reports, essays, presentations or other media"

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Ordinary Course Learning Outcome 5 (ORDCLO5)

"Develop awareness of and utilise digital technologies in learning environments and in the context of researching, planning, managing and evaluating events and venues."

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Ordinary Course Learning Outcome 6 (ORDCLO6)

"Apply theoretical concepts and models and practical research and skills to the design, organisation, operation and management of stakeholders: artists, performers, staff (including volunteers), and consumers integral to the event experience."

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Honours Course Learning Outcome 1 (DEGCLO1)

"Apply critically theories, and concepts relating to the dynamic events landscape, considering political, economic, social, economic, tourism, environmental and technological dimensions to the management of events and venues in global contexts. "

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Honours Course Learning Outcome 2 (DEGCLO2)

"To utilise a portfolio of transferable industry operational and entrepreneurial skills in the design, operation and management of events and venues. "

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### Honours Course Learning Outcome 3 (DEGCLO3)

"Consider critically an in-depth knowledge of contemporary management theories, concepts and skills: marketing, HR, finance in a services context considering the complexities of managing stakeholders and operations in an experiential events landscape."

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### Honours Course Learning Outcome 4 (DEGCLO4)

"Develop personally and professionally through academic and practical knowledge and skills acquisition from understanding to critical application of research into event related issues, either individually or as part of a team culminating in written reports, essays, presentations or other media"

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### Honours Course Learning Outcome 5 (DEGCLO5)

"Develop awareness of and utilise digital technologies in learning environments and in the context of researching, planning, managing and evaluating events and venues."

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### Honours Course Learning Outcome 6 (DEGCLO6)

"Apply theoretical concepts and models and practical research and skills to the design, organisation, operation and management of stakeholders: artists, performers, staff (including volunteers), and consumers integral to the event experience."

### Overview of Assessment:

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Module	Title	Course Learning Outcomes
4HR002	Introduction to People at Work	CHECLO1, CHECLO2
4LI001	Introduction to Events and Venues	CHECLO1, CHECLO2
4LI007	Employability: The World of Work	CHECLO1, CHECLO2
4LI009	Venue Design and Management	CHECLO1, CHECLO2
4LI011	Academic Skills	CHECLO1, CHECLO2
4MK002	Marketing Principles	CHECLO1, CHECLO2
5BE001	Entrepreneurial Creativity and Innovation	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5HR002	Leading and Managing in Organisations	DHECLO1, DHECLO2, DHECLO3
5LI005	Employability: Managing Finance and Human Resources	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI007	Functions and Special Events	DHECLO1, DHECLO2, DHECLO3
5LI009	Employability: The Year-Long Sandwich Placement	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI017	Research Themes in Events	DHECLO1, DHECLO2, DHECLO3
5LI018	Services Marketing	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6BE001	Creating and Starting a New Business Venture	DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6BE002	Strategies for Building Business Success	DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO2, ORDCLO3, ORDCLO4
6BU001	Researching Business and Management Issues	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6
6BU008	Strategy and Consultancy	DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO2, ORDCLO3, ORDCLO4
6BU009	Social Enterprise in Context	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6BU013	Independent Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6LI011	Sustainability and Events and Venues	DEGCLO1, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO4, ORDCLO5, ORDCLO6
6LI012	Managing Digital Events and Venues	DEGCLO1, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO4, ORDCLO5, ORDCLO6
6LI0124		DEGCLO1, DEGCLO2, DEGCLO4, ORDCLO1, ORDCLO2, ORDCLO4
6LI022	Research, Interpretation and Analysis	DEGCLO1, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO4, ORDCLO5
6LI024	The Wedding Experience	DEGCLO1, DEGCLO2, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO4
6MK002	Marketing Strategy	DEGCLO1, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO3, ORDCLO4

## Teaching, Learning and Assessment:

This will include:

- Reading – both core and supplementary reading from books, journals and electronic sources
- Case Analysis – to look at the application of theory and practice, to identify problems and recommend solutions.

- Group discussions – on provided themes to draw out and share personal experiences and learning amongst the wider group.
- Student presentations/student led seminars.
- Problem-based learning approaches.
- Lectures and workshops.
- Group and individual tutorials
- Personal reflection.
- Group role play and project work.
- Assessment preparation and feedback.
- Individual and group presentations.
- Digital technologies in learning environments
- Peer feedback

### Learning and Teaching Methods:

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This data indicates the proportion of time in each year of study that students can expect to engage in the following activities (expressed as a percentage for each level).

Level	Teaching	Independent	Placement
4	24	76	0
5	22	78	0
6	20	80	0

### Assessment Methods:

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This data indicates the proportion of summative assessment in each year of study that will derive from the following: (expressed as a percentage for each level).

Level	Written Exams	Practical Exams	Coursework
4	8	25	67
5	0	7	93
6	0	11	89

### Student Support:

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A core strand through this course is the development of skills appropriate to both general study at HE and for lifelong learning, and specific study in a chosen specialist subject. In some modules the development of these skills are explicit in others they are embedded within the curriculum. Students will be able to access the learning services of the University of Wolverhampton.

For example:

- The University Counselling Service offers short courses on topics such as "Self Confidence", "Stress Management and Relaxation" and "Life Skills". They also provide study skills and academic support, providing short courses such as provide help in areas such as "Writing and Assignment Skills", "Exam Techniques", "Enhancing Professional Skills", "Personal Development Planning" and "Making Choices for the Future.
- University Learning Centres provide general academic skills support to all students. Individual appointments are available with a study skills advisor. They can offer advice on areas such as, academic writing, assignment planning, exam preparation, and time management. In addition, there is a regular timetable of drop-in and bookable workshops covering information and digital literacy skills, including academic referencing.

- The International Centre will be able to provide more generic international advice and guidance for example visa's. In addition, the Centre will be able to provide regulatory guidance and any such other support to signpost students to enhance their learning.

You will receive support and guidance from personal tutors, so that you: can understand better your learning process, have the skills and understanding to act on the feedback, so as to become more effective and successful, collect evidence on your achievement to enhance your employability.

Feedback - tutors provide personalised written feedback following all summative assessments. The mechanism for feedback from formative tasks varies between assessments, but will always be provided in some form. On occasions tutors may provide generalised verbal feedback to the whole group on points relating to an assessment. You may also be asked to give feedback to your peers and to your tutors.

### Employability in the Curriculum:

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A degree in Event and Venue Management will prepare you for career opportunities in the global events sector where you will be able to use a portfolio of events expertise and skills to inform the management of events and venues. Upon graduation students can expect to enter a number of roles in the events sector: public, private or voluntary, gain career progression or set up their own events business. Opportunities can be found in a diversity of venues worldwide from management of venues and stadia, conferencing in hotels to staging corporate, local authority or charity events, arts and music festivals, or business start-up such as Wedding planning. Graduates of this award may also progress to our Events postgraduate programmes.



THE UNIVERSITY OF OPPORTUNITY