

# BA (Hons) EVENTS MANAGEMENT



## GENERAL INFORMATION

- Degree: BA (Hons) Events Management (Awarded by Staffordshire University)
- Duration: 3 years (Full-time)

## KEY FEATURES

The BA (Hons) Events Management program is designed to provide students with the practical skills required to work effectively as an events management professional. It recognizes the cross-functional nature of events management providing students with a grounding in business, and tourism together with the development of IT and communication skills. The knowledge and skills developed from this program are applicable to managing events including tourism and events service operations management, entrepreneurial marketing, applied technology for events, tourism and events marketing, legislation, human resources and events planning.

## CAREER OPPORTUNITIES

Graduates of the Events Management program will be able to work in a wide range of roles within the tourism and the event industry, such as: Conference and event organizers within local, national and international destination management organizations, event managers and marketing managers within the visitor attraction sector.

## PROGRAMME STRUCTURE

Intake: January and September

### YEAR 1

- ✓ The Business of Events
- ✓ Managing the Visitor Experience
- ✓ Management Accounting
- ✓ Human Capital Management
- ✓ Experiential Marketing
- ✓ Designing and Delivering Events
- ✓ The Professional Toolkit

### YEAR 2

- ✓ Consumer Behaviour
- ✓ Business Creation and Innovation
- ✓ Digital Marketing Strategy and Planning
- ✓ Exploring the Eventscape
- ✓ Social Media and Content Planning
- ✓ The Event Professional

### YEAR 3

- ✓ Customer Experience Strategy (CX)
- ✓ Event Planning and Strategy
- ✓ Change and Transformation
- ✓ Contemporary Issues in Events
- ✓ Measuring Success
- ✓ The Event Knowledge Exchange Project

## ENTRY REQUIREMENT

- 17 years old and above and have both:
- Completed Year 12 (or equivalent)
- A pass in a University Foundation Year
- British University Vietnam allows direct entry to qualifications where a student has satisfied the below requirements:  
Obtained satisfactory English Language with IELTS score of 6.0+ (each component must score a minimum 5.5) or TOEFL (IBT) 87 (Minimum component scores: Listening 17, Speaking 20, Reading 18 and Writing 17) or equivalent and have passed at least one of the following options:
  - 2 subjects at Advance GCE A level
  - An access program passed at the required QAA- recognized standard for entry to Higher Education
  - International Baccalaureate diploma with minimum of 24 points