Course code: U0956FARE01	Published on: 24-03-2023

1. Course Title
BSc (Hons) Business and Events Management

2a. Implementation Date
Trimester 1 2023/4

2b. Intake
Trimester 1 intake

3a. Location of delivery
ARU London Campus (East India Dock)

3b. Mode of delivery
Face-to-face

3c. Mode of attendance
Full-Time

4a. Awarding institution
Anglia Ruskin University

4b. Course accredited by (if applicable)
None

5a. Faculty
Anglia Ruskin London

5b. School
Anglia Ruskin London at ARU London Campus

6a. Course Leader

Sonia Ozkaya

6b. Co-ordinator at location of delivery

None

7. UCAS Code (undergraduate only)

8. Relevant QAA subject benchmark statement(s) and any PSRB reference point(s)

QAA Subject Benchmark – Business and Management 2019

QAA Subject Benchmark – Events, Hospitality, Leisure, Sport and Tourism

9. Aims

1. To offer a rigorous academic course of study at a level appropriate to an honours degree that will provide successful students with a solid foundation in business in general and in particular the business of events management. This realistic understanding of the events world will enable them to pursue a career in events or to identify and choose from a range of alternative career options and professions within the general business sector as early as possible
2. To ensure that students depart with a wide range of skills and competencies along with an appreciation of how business and event management practices contribute to driving organisational performance, underpinning what employers would consider to be both essential and desirable in any new graduate.
3. To enable students to understand and apply current theories, practices and principles in a range of business and event management concepts, appropriate to an honours degree, and develop the cognitive ability of effective critical evaluation, analysis and synthesis
4. To provide students with a range of opportunities to develop the attitudes and capabilities to meet the challenges presented by a career in an events or business organisation in national and international environments, develop the awareness and appreciation of different ethical and cultural values and to appreciate the importance of the macro and micro contexts of organisations.
5. To develop students' individual confidence and competence within business and events management, foster professional approaches to work with others and the benefits of effective management through the principles of sustainability.
6. To develop the transferable skills necessary for students' personal development as lifelong independent learners and for their ability to respond positively to change during their careers and be able to continually develop professionally.
7. To integrate academic and experiential knowledge to enable students to progress and apply key employability skills, develop skill areas of individual weakness, raise self-awareness, develop reflective skills through assessments and a live project in order to work in an interdisciplinary environment.

10a. Intended learning outcomes and the means by which they are achieved and demonstrated

Knowledge and understanding

On successful completion of the course a student will be expected to be able to:

A01 Analyse and evaluate a range of business and event organisations with reference to their structure, functions, sources of power, management, culture and their ability to respond effectively to a changing environment and influence sustainable development.

A02 Explore the range of influences, both internal and external, including the marketplace, on the development of corporate strategy and the organisation's performance, overall effectiveness and the ability to meet all stakeholder needs and interests.

A03 Appreciate the importance and influence of the social, political, economic, technological, environmental, legal and global contexts within which event providers and their sectors operate. Display an insight into the affect or impact these contexts have on the supply of, and demand for events.

A04 Identify and analyse the physical, human and financial resources available to organisations, and explore the ways in which these resources can be managed, developed and used effectively within business and event operations.

A05 Understand and evaluate the range of decision making methods and supporting analytical tools, including the use of IT, available to managers to formulate and implement business decisions. Explore the ways in which these decisions can be implemented and understand the crucial role that effective communication structures and methods can have on the effectiveness of that implementation.

A06 Demonstrate a comprehensive understanding of the principles and functions of management including managing and developing people, marketing, legal requirements, finance, accounting and information systems with reference to relevant theories and frameworks.

A07 Demonstrate a comprehensive and in depth understanding of the event industry and the operation of organisations within that industry with specific reference to: the concepts and characteristics of event management, globalisation, cultural concepts, event marketing, event design, creativity and strategy.

A08 Appreciate a range of contemporary issues of events such as: environmental issues, sustainability, ethics, corporate social responsibility, intercultural and international dimensions, along with risk and crisis management on regional, national and international scales that can influence the different phases of events and an organisations performance.

A09 Identify and incorporate a critical ethical dimension into their work with an appreciation of personal responsibility and professional codes of conduct

10b. Intended learning outcomes and the means by which they are achieved and demonstrated

Intellectual (thinking), practical, affective and transferrable skills

On successful completion of the course a student will be expected to be able to:

B01 Apply cognitive skills of critical thinking and analysis and synthesis without guidance in a wide range of contexts such as the analysis and evaluation of theories, models and research appropriate to the subject.

B02 Be numerate and use appropriate quantitive and qualitative techniques to analyse, interpret and transform abstract data and concepts towards a given purpose by means of ICT and other appropriate sources.

B03 Be confident and flexible in identifying and defining complex problems with the ability to apply appropriate knowledge and skills to solutions.

B04 Reflect effectively and be critically self-aware and open to a range of differences with respect to people and cultures (both ethnic and organisational) within the business environment.

B05 Find and analyse information from a range of source, managing learning effectively and act autonomously using a range of interpersonal skills with minimal supervision within agreed guidelines.

B06 Manage themselves effectively in terms of: time, planning, behaviour, motivation, initiative, enterprise and be confident in application of their own criteria of judgement and can challenge received opinion and reflect on action, seeking and making use of feedback.

B07 Communicate effectively both orally and in writing as an individual, a team member and a team leader, interacting in a supportive and proactive manner, applying the skills needed to negotiate in a professional context and manage conflict appropriate for the business and events environment.

B08 Appreciate the relevance of multidisciplinary and multicultural approaches to business and event management and recognise cultural differences with respect to communications and interpersonal behaviour thus be aware of personal responsibility and professional codes of conduct and incorporate this into their practice

B09 Develop sustainability through positive attitudes and skills that enhance informed decisions that reflect care, concern and responsibility for themselves, others and the environment, now and in the future.

11a. Learning/teaching methods and strategies

Knowledge and understanding

The teaching team will use a range of learning and teaching methods in order to respond to the varying learning styles of students and to encourage each and every student to become an effective independent learner. These learning and teaching methods will range from teacher centred learning styles e.g. lecture delivery which will concentrate on information giving and understanding, to small group and team work, learning sets and other student centred activities such as presentations, critical thinking, problem solving and a practical project.

Learning opportunities will also be created through real world case studies, contact with the industry, associations or professional bodies, for example through field work and other activities in the internal/external environment, visits, visiting speakers and other professional in the field, 'live' case-studies both local and global, events and societies.

Emphasis will be placed on the use of the Virtual Learning Environment (VLE), whereby material, both pre and post-delivery will be incorporated to enhance inclusive and independent learning.

As prospective as students have and will continue to come from a variety of backgrounds, including differing educational, ethnic and national cultures it is understood that their learning needs may differ so a range of learning and teaching methods will be utilised. The actual detailed learning and teaching delivery of each module will depend on the actual module concerned and the needs of the student group.

11b. Learning/teaching methods and strategies

Intellectual (thinking), practical, affective and transferrable skills

Intellectual Skills

The wide range of teaching methods used encourages the development of a range of skills. Intellectual skills will be developed by the use of such methods as lectures, tutorials, group discussions and debates. Where modules have two pieces of assessment the first is completed part the way through the module delivery. This provides an opportunity for students to obtain feedback on their performance which encourages their learning and, hopefully, adds to their performance in the second assessment. The way the pathway is designed, in three stages, also encourages the student to cultivate their intellectual skills and to promote sustainable development within the scope of their own learning experience and study environment as they proceed through their degree programme.

The Undergraduate Major Project places specific emphasis on research skills and thinking skills in general. The use of case study material, simulations and projects throughout the pathway provide many opportunities to develop and exercise deductive, inductive and other cognitive skills.

Practical Skills

These skills are developed through a range of activities and assessment. Students are provided with many opportunities to develop their communication skills, both orally and in writing e.g. by making presentations, negotiating or producing a management report. Specifically, in the Events Themes and Design module whereby students will develop an 'event design pitch' and in the Events Live Project module whereby students will be able to integrate their academic knowledge with a practical experience beyond the classroom by conceiving, designing and executing their own live event.

ICT is used extensively for both research and application purposes and ARUL provides a large number of work stations for students to use. Students are guided into how to research and manage information effectively and them use it appropriately, e.g. to provide evidence to support a rational argument. All students are encouraged to use both quantitative and qualitative methods of analysing information.

Transferable Skills

Students are encouraged to perceive the study of business and event management as being multidisciplinary and to recognise that different cultures can influence how organisations can function, e.g. human resource management techniques that are appropriate in Western Europe may not be appropriate in SE Asian countries. Students need to recognise what techniques will be effective in differing situations. Students are encouraged to become independent learners and are given assistance in developing their self-management skills by providing activities such as the events live project which will not only empower students to produce work of exceptional quality but additionally test the student's ability to meet imperative deadlines, communicate and interact in a supporting and motivating manner, raise aspirations through sharing skills, knowledge and ideas, be confident in application of their own criteria of judgement as well as managing their workload effectively in the time given. Live Projects provide a 'live' way of learning, practicing and thinking about a student's academic studies. Working in response to the complexity of real-life situations enables students to participate in a work based experience, gaining insights into the requirements of a working environment.

Students also need to be an effective team leader and team member and they are given many opportunities to be both in classroom and seminar activities as well as in assessments (producing a group assignment, presentation or persuasive pitch). Encouragement is given to the student to develop skills to be flexible, resourceful and adaptable, consequently creating the capacity for independent, evidence-based integrated thinking as the foundation for developing their personal ethical code.

12a. Assessment methods and strategies

Knowledge and understanding

Knowledge and understanding is assessed via a number of methods including presentations and a range of assignments. These assignments can be in a variety of forms from a written Management Report on how to respond to an organisational issue, a presentation, an essay, a briefing document, to an analysis of a company report. Most modules will have at least two assessments this provides an opportunity to assess knowledge and understanding and a range of skills in an effective manner.

Formative assessment will also be provided throughout the duration of the course, providing feedback to improve students' knowledge and development, whilst allowing the opportunity to evaluate student academic needs.

12b. Assessment methods and strategies

Intellectual (thinking), practical, affective and transferrable skills

Intellectual Skills

These are assessed via a variety of coursework and assignments as well as the live project and the major project. The written assignments have clearly delineated word limits to encourage the concise presentation of structured, well supported argument and opinion. The Major Project, at Level 6, allows students to demonstrate their mastery of cognitive skills at the highest level of attainment specified in the General Business and Management benchmark statements.

Practical Skills

Assessment of practical skills is undertaken both formatively and summatively and involves examinations and assignments in various forms such as presentations and reports and those specific to Event Management such as the live project. Students are also given many opportunities to critically appraise practical techniques in a variety of situations such as tutorials and simulations.

Transferable Skills

These skills are again assessed in a variety of ways, for example students will be asked to make a presentation to a particular audience (e.g. employers) as part of an assignment or they may need to be able to work as a team member in researching the information that will be needed for that presentation. Students will also have opportunities to critically self-reflect in order to understand if they can collaborate effectively with others and demonstrate intellectual independence and autonomy to solve problems and/or address industry issues and imperatives

13. Employability

Employers from the events industry have been directly involved in the design and development of this course, and their desire for a combination of academic learning, work experience, and application of learning to the real world of event management has directly influenced the structure and content of the course. The academic experience provided to students on this course ensures the development of a number of key transferable skills, such as our increasing links with employers ensures that we remain aware of what employers are seeking from graduates placing us in an apt position to support our students in terms of academic, practical and reflective skills that will allow them to contribute productively in their chosen career.

Inherent in the course is a focus on understanding the concepts and contradictions that exist in an academic and practical context and, as such, students are encouraged to critically analyse contemporary theories and empirical evidence within the business and event management sector. The course consists of a live project which is contingent upon real life situations which by nature, can be complex – therefore providing critical experience and learning opportunities. In the Live Project, a student will experience many different ways of working, building relationships with a variety of people and organisations and negotiate their way through a series of challenges and often rapidly changing circumstances. Out of this complexity a student project group, which probably hasn't worked together before are challenged to meet the project proposal and the real life demands of a business.

The Live Project is designed to support the development of key employability skills in a working environment. The assessment process is shaped to encourage students to showcase their skills and then critically reflect upon the processes and outcomes of the project.

Relationships have been built with a range of external business partners to ensure that working opportunities are available and maximised for all students on this course. Collaborations with these business partners are used to explore those skill sets that employers are most interested in and to constantly ensure they are embedded within the course. To supplement this effort, guest presentations by a variety of successful event industry organisations adds to the knowledge and provides some insight to the practical challenges associated with working in the industry. In addition, ARUL provides an online careers management and employability scheme.

The employability scheme provides students with expert support to help them prepare for employment. Within the scheme, the Employment Department assists students by giving feedback on their CV and cover letters as well as teaching valuable interview techniques. It will then match students to suitable opportunities offered by partner employers so that they can obtain extensive practical work experience in the sector by working part time during the academic study period and/or full time during vacations.

This multi-faceted approach taken by ARUL ensures that students depart with a wide range of skills that employers consider essential in any new graduate. It is the goal of these courses to produce graduates that possess meta-skills, along with intellectual and personality resources that are attractive to employers.

14. Entry requirements

ARU London's standard offer is 96 UCAS tariff points from 3 A Levels, e.g. BCC.

Alternatively, ARU London asks for:

Irish Leaving Certificate: BBCCC.

Scottish Highers: BBCCC.

BTEC Level 3 Extended Diploma: DMM in a business-related subject.

International Baccalaureate Diploma: 24 points.

All applicants are required to have at least 3 GCSEs at grade C, or grade 4, or above, including English and Maths.

If English is not your first language you will be expected to demonstrate a certificated level of proficiency of at least IELTS 6.0 (Academic level) or equivalent English Language qualification, as recognised by Anglia Ruskin University.

Applicants studying for other qualifications should contact ARU London to discuss their circumstances.

We also welcome applications from mature individuals who can demonstrate appropriate, relevant work experience.

15. Exceptional variation from Anglia Ruskin Academic Regulations and/or design principles

None

16. Curriculum details

Year 1 Compulsory modules:

Module Code	Module Title	Credits	Period	Level
MOD003325	Academic and Professional Skills	30	TRI1	4
MOD004056	Hospitality, Tourism and Events Environment	30	TRI1	4
MOD006059	Managing Quality in Hospitality, Tourism and Events	30	TRI2	4
MOD003319	Business Finance	30	TRI2	4
		Total Credit: 120.00		

Year 2 Compulsory modules:

Module Code	Module Title	Credits	Period	Level
MOD006061	Events Management	30	TRI1	5
MOD007961	Sustainability in Career Development	15	TRI1	5
MOD007965	Events Design	15	TRI1	5
MOD003486	Managing Human Resources	30	TRI2	5
MOD009206	Principles and Practice of Marketing	30	TRI2	5
	Total Credit: 120.00			

Year 3 Compulsory modules:

Module Code	Module Title	Credits	Period	Level
MOD003337	Executing Business Strategy	30	TRI1	6
MOD009201	Live Project	30	TRI1	6
MOD009192	Contemporary Issues	30	TRI2	6
MOD009210	Undergraduate Major Project (Leadership in Practice)	30	TRI2	6
	Total Credit: 120.00			

17. Award Classification

List any Modules that <u>must</u> be included in the calculation of the final degree classification. [NB: the modules included in the calculations of all award classifications are as specified in Section 8 of the Academic Regulations unless an approved variation is specified here].

None

18. Intermediate award details

Give details below of any specific module requirements for achieving intermediate awards.

Certificate in Higher Education Business and Events Management for completion of level 4

Diploma in Higher Education Business and Events Management for completion of levels 4 and 5

19. For administrative use only

PWY Code	CRS Code	PDT Codes
U0956	U0956FARE01	·U0956FARE01_1STTR1A23 ·U0956FARE01_2STTR1A23 ·U0956FARE01_3STTR1A23