**Course Information Sheet**

**BSc (Hons) Business and Events Management**

**Modules**

Year 1: Hospitality, Tourism and Events Environment

This introductory module is designed to develop a student's understanding of business sustainability, scope and organisational structure within the hospitality, tourism and events industry. The students will be introduced to the origins and development of the sector, in addition to enhancing their insight into the wider world of today’s hospitality, tourism and events management sector, with consideration to business organisations both internally and within the wider external business environment. As these sectors operate within a global environment, the students will also briefly consider the scope of the European and International business operations. Hospitality, tourism and events organisations are in continual interaction with the external environment of which they are a part of. Students will develop knowledge and understanding of how organisations must effectively maintain, develop and survive by responding to the opportunities, challenges, risks and limitations presented by ever-changing circumstances. Examination of key stakeholders will permit students to describe and identify the impact of socio-cultural, technological, ethical, environmental, economic, legal and regulatory influences for hospitality, tourism and event services. A multi-disciplinary perspective for purposes of analysis will be adopted throughout, and extensive use will be made of up-to-date case study and applied materials. Continuous formative assessment will form part of the student’s studies, giving them clear preparation for the summative assessment, which consists of an individual midterm written assignment and a debate. Employability skills are also designed into this module to introduce the students to the wider hospitality, tourism and events sector, equipping them with company information and structure, which will help them during the job application process. Skills developed include working with others, critical thinking, communicating, presenting information, debating and discussing.

Year 1: Academic and Professional Skills

Academic and Professional Skills (APS) is a highly participative module that focuses on the development of the skills students need to succeed academically and professionally. On this module, students gain the skills they need to succeed and thrive in a higher education environment, and simultaneously make themselves more employable by building on a range of professional skills. Skills covered on APS include critical thinking, reading efficiently, using sources, referencing, making presentations and structuring written work, as well as many other skills. The module uses a wide range of engaging activities and tasks to boost academic and professional development. Receiving and engaging with feedback is a core component of the module, and students are given regular opportunities for self-reflection, as well as receiving personalised formative feedback from their lecturer. This module is typically assessed via a written report and a presentation, and the module content is designed to support students throughout the assessment process.

Year 1: Managing Quality in Hospitality, Tourism and Events

The service sector has become an increasingly important contributor to developed world economies, with increased employment in the global service sector industries, such as hospitality, tourism and events. The rapid and continued growth in the service sectors is providing employment opportunities for supervisors and managers. An understanding of the concepts of successfully managing service to deliver exceptional quality is essential to future managers and supervisors to gain competitive advantages, as quality provisions are planned, managed, executed operationally, continually developed and improved. This module is concerned with the design, direction, and control of facilities and processes, and activities required to deliver quality service outcomes. The various models of quality management will be explored by students, whereby they will identify the importance of a business’s approach to long-term success that should derive from dedication to customer satisfaction. Consideration will be taken towards recognising that a framework for quality is a necessity and will require a high level of commitment to an established philosophy. Students will gain knowledge of how an effective management quality framework requires every member of an organisation to become not only familiar with the end goal but be committed and self-motivated to enhance the products and services and promote a healthy internal culture to produce a streamlined set of business processes that deliver an improved customer experience. All functional areas of business have a role to play in managing quality and as such we will be exploring performance contributions from Human Resources, Operations Scheduling, Quality Control and Service supply relations. The intent of this module is to provide students with an understanding of the analysis, decision making and implement issues of managing aspects of a service function to produce exceptional quality. In order to achieve this, students will draw upon quality management concepts along with relevant case studies, Q&A sessions in class and external industry input. The summative assessments will be a group presentation and a final individual management report, based on a current industry case study. Employability skills include group presentation skills in this module that has been designed to develop teamwork and evaluate the significance of working collaboratively to achieve a goal through interpersonal communication, productive negotiation skills and developing positive working relationships with colleagues. The final assessment will allow students to gain commercial awareness and understand the importance of developing adaptability skills so that they can respond to changing circumstances and cope effectively with the transition.

Year 1: Business Finance

This module introduces students to the fundamentals of business finance and accounting. The module has been developed to help prepare students for a successful career in business. The emphasis is on developing understanding of concepts such as financial reporting and management for non-financial managers, rather than only quantitative skills. The module develops an understanding of financial concepts, accounting principles, and financial management. The module is corporate-oriented with emphasis on practical applications and problem-solving techniques. Students will be expected to work on practical examples and case studies for discussion and clarification in tutorials. The key issues addressed will be financial reporting principles (context, purposes, and regulatory framework), understanding and evaluating financial statements, management accounting, cost data analysis, budgeting, decision making, financing a business and capital investment decisions. The application of the topics to international markets will be made whenever possible. This module is assessed with a midterm written assignment and a final examination. Multiculturalism has also been considered during the design of this module.

Year 2: Event Designs

When staging an event, the major artistic and creative decision to be made is that of determining what the theme is to be. The theme and design of an event is what differentiates it from other events. This module aims to demonstrate the integral role events design has on the success of an event. The module will encourage students to incorporate various design and theme factors into their events and apply creative, feasible and realistic ideas to develop transferable skills which can be applied in the workplace. The aims of the module are to also develop an understanding of the design of other events such as conferences, meetings and exhibitions and to develop an understanding of the need for management skills, such as relationship management, time management, menu development, decoration, lighting, sound, special effects, budgeting, risk assessment and effective promotion when designing and theming events. This module will explore design as a practice and discipline in relation to events management, looking at the relationship between design thinking and marketing communications and learn how to develop an ‘event design pitch’. Exploration into how organisations create and conceptualise events to maximise audience experience will also be covered. This will focus on how organisations use creativity and design to stimulate audiences and audience participation. Students will examine how to produce ‘sales pitches’ to clients and justify their events design. Issues such as sustainability, globalisation, risk management, culture and ethics will also be explored and analysed. Students will gain a current industry perspective from guest speakers and learn through a practical design application basis. Student learning in this module will be assessed via a midterm written assignment and a final project.

Year 2: Principles and Practice of Marketing

The aim of the module is to enable students to gain familiarity and competence with marketing and it's fit in an organisation’s management, operational structure and processes. The module emphasises the role of research-based marketing within implementation and marketing planning processes at a domestic and international level. It shall explore, discuss, analyse, and evaluate topics such as the internal and external environment, marketing strategies such segmentation, targeting, positioning, and tactics such as the marketing mix. Consumer metrics, branding, marketing ethics and law pertaining to marketing, business-to-business marketing, and customer relationship management will also be explored. All the topics will be in congruence with the short-term and long-term organisational and market demands. A fundamental aspect of the module is that of multiculturalism and global adaptability, which has been embedded in the module design. Furthermore, employability and professional skills are embedded implicitly in the learning outcomes and in taught sessions. Students will be assessed on two assessments, the first in the form of a mid-trimester written piece of coursework, and the second at the end-of-trimester, a final practical assessment.

Year 2: Events Management

Events have become popular vehicles for global economic development and urban regeneration, but they also contribute to and reflect wider changes in society and culture. Project management oversees the initiation, planning and implementation of the event. It aims to integrate management plans from different knowledge areas into a cohesive, workable plan for the entire project. This module introduces the concepts of events planning and the practice of project management. Exploring the interface between venue, space, people and performance in diverse event settings. Linkages between the event concept, preproduction activities, working with stakeholders, finalisation of event schedules, and event execution will be explored. Underpinning these core areas, students will learn about project management and explore the impact of events, and identify vital skills required by the events industry with a focus to sustain growth. The aim of the module is to enable students to develop a clear understanding of project management tools and techniques applicable to the event management context. It is focused on facilitating the transfer of key project management practices as well as developing an understanding of key data and information sources in order to help build event project plans. In completing this module, students will be able to understand the career specialism that reflects their interests and abilities. Students will be able to understand career pathways and the professional expectation to achieve them. In completing this module, students will have acquired a range of knowledge, understanding and transferable skills that will enable them to take advantage of the employment opportunities in the event management sector. Student learning in this module will be assessed vie a written assignment and a group boardroom simulation.

Year 2: Managing Human Resources

Human Resources Management (HRM) is both a critical specialist organisational function, often with its own department, and a responsibility of line managers in the day-to-day management of people. Students preparing for graduate employment in the world of international business should have a strong understanding of HRM. This module provides students with a strong foundation in both the operation of Human Resources functions and the role of line managers. It also introduces theories which shape Human Resources strategies for organisations ranging from Small and Medium-Sized Enterprises (SMEs) to Multinational Enterprises (MNEs). Assessment is by written assignment and a practical presentation. Equality, Diversity and Inclusion has also been considered as both a subject for HRM and during the design of this module.

Year 3: Contemporary Issues

Contemporary Issues in Hospitality, Tourism and Events module uses innovative methods to engage students with experience-industry theory, industry standards and best practice to contribute to more professional Hospitality, Events and Tourism industries and their associated sectors. Students will reflect on the benefits of staying regularly informed through reliable sources about trends and issues affecting the Hospitality, Events and Tourism industries. A variety of media will be used by students to investigate the complex and ever-changing issues which affect the macro, micro and internal environments of firms operating in these international industries, within their wider environments and disseminate their findings through different channels. Theoretical models will be applied to real-world problems and challenges facing businesses, with critical solutions proposed. There will be emphasis on the management of global citizenship within these industries, applying new sustainability practices for a more sustainable business environment. Wider themes of the course will include the modern-day challenges of managing international, global Hospitality, Events and Tourism businesses as well as small and medium sized enterprises, the experience economy, customer experience design, technology, international events management, leadership and change management. Learners will be encouraged to pursue their own research, participate in live debates, survey the experiences of industry professionals, critique the strategies applied by a variety of businesses to emerging business-environment problems, and utilise the advantages of emerging technologies and innovative industry offerings.

Year 3: Executing Business Strategy

This module focuses on the process of strategic management in organisations. This involves the evaluation of the organisation's situation, analysis and selection of strategic alternatives, and implementation and evaluation of the strategic plan. The module develops the student's ability to work within a team (comprised of various business majors), as well as oral, written, and analytical skills. The course presents conceptual information through readings, lectures, a business game simulation, team presentations, and other class activities. The analysis of case studies of actual business situations including international, non-profit, manufacturing, and service industries will serve as a means of applying the course concepts and develop the students' ability to integrate business concepts. The module requires the students to utilise information from a variety of business areas covered in the Business Core including Accounting, Information Systems, Finance, Marketing, and Management. Assessment in this module will be by way of a group strategy simulation exercise completed throughout the term, and an individual project exploring the experience.

Year 3: Live Project

A live project synthesises a student’s learning in a single assessment that demonstrates their knowledge and understanding of the BSc (Hons) Business and Event Management, BSc (Hons) Business and Tourism Management and BSc (Hons) Business and Hospitality modules. The project will document the application of skills through a real-world event. The student’s opportunity to map a real- world experience by conceiving and implementing their own event or student service creates an opportunity to put theory into practice and gain valuable experience of key tasks in their sector. Students are likely to face a range of challenges when attempting to implement a project plan, some of which may mean that the plan is not fully executed. These experiences (whether successful or not) offer wonderful learning opportunities, and the focus of the final assessment for this module is having the skills to evaluate the process and learn from the experience, note that the ‘successful’ execution of the project is not a learning outcome for the module. The live project will integrate a student’s academic knowledge with experiences beyond the classroom, combine the student’s developing knowledge, skills and creative ideas in order to develop transferable skills which can be applied in the workplace. The project idea is conceived, pitched and implemented with parts completed independently and parts as a group with support and supervision. Students will work in small groups to champion a sizeable, meaningful project, elements of which will be broken down by the team. Students will engage in critical self-reflection using analytical skills to evaluate the process, performance and success of the implementation of the project and recognise their responsibility to themselves and their environment. Learning dispositions and ability to pursue authentic inquiry is integral to leading and managing in complex environments and is regarded as important in the assessment process. The completed project demonstrates students' ability to identify contemporary issues, synthesise salient information, and articulate original ideas and thought processes to make a practical contribution to the existing body of knowledge relevant to their profession.

Year 3: Undergraduate Major Project Leadership

The Undergraduate Major Project (Leadership in Practice) module will introduce students to theoretical models and frameworks specific to leadership. The module programme will allow and encourage students to engage with and perform practical leadership-oriented activities in the classroom. The students will acquire knowledge and skills through researching areas affiliated with leadership. The module is designed and delivered on the premise that leadership does not exist in isolation, thus students will actively connect leadership to associated areas such as communication, motivation and employee engagement. Students will be required to deliver an oral piece of work where they will focus on a short literature review on two leadership topics. They will be required to draw on theories, frameworks, sector specific examples as well as development strategies pertinent to leadership. At all times students will be highly encouraged, to heighten their industry awareness. They will be supported with this through having access to the many resources on the Virtual Learning Environment. It is expected that students are strategic in their allocation of self-managed time, throughout their course of study. Key employability and graduate skills such as reflective practice, communication and critical thinking remain a core part of the module.