

Course Information Sheet

BSc (Hons)

Business and Events Management

Mode and course length – Full-Time (3 years)

Location – ARU London Campus (East India Dock)

Awarding Body – Anglia Ruskin University. As a registered Higher Education provider Anglia Ruskin University is regulated by the Office for Students.



Overview

The events industry dominates the media, delivers objectives, and creates positive impacts. It will very soon again fill transport systems, hotels, outside spaces, and venues. 2019 was a landmark year for the industry, reporting spends of £70 billion, over 50% of spend in the UK visitor economy, providing over 700,000 jobs, and generating £165 billion in trade at business events.

The chance for the UK to utilise the vitality, excitement, and business and social benefits created by events demonstrates that it remains a welcoming and open industry in a changing political and trading framework. The events industry has come far in terms of its enormous breadth, global competitiveness, expertise, and an indication of how critical it is as part of the government's strategy to kick-start the economy after the pandemic. This will be an unparalleled opportunity to use both business and leisure events to showcase the country's abilities and resources and raise the nation's pride in doing so. Thus, driving demand for specialist graduates, who not only understand the theories of business and events management but are also equipped with practical experience.

This course is designed to prepare graduates for the business and events sector and blends both academic practices with the study of core business skills and management concepts, alongside a live project. In completing this course, students will identify career pathways and develop the professionalism to achieve them.

Course Delivery

Our courses are delivered through teaching and learning methods that provide students with the broadest possible exposure to a modern and innovative higher education experience. These methods may vary and could include attendance at lectures and seminars, undertaking laboratory exercises or work-based activities, practical work, performances, presentations, field trips, other relevant visits, and e-learning through the VLE, our online learning management system.

Each course is divided into a number of 'modules', each focusing on specific areas and employing a distinct approach to its delivery. This information is made available to students for each module they undertake via the Module Definition Form (MDF) and the VLE.

Assessment

Knowledge and understanding are assessed through various methods, including presentations and a range of assignments. These assignments may take different forms, such as a written management report on responding to an organisational issue, a presentation, an essay, a briefing document, or an analysis of a company report. Most modules will include at least two assessments, offering the opportunity to evaluate both knowledge and understanding as well as a range of skills effectively.

Formative assessment will also be provided throughout the course. This feedback will help improve students' knowledge and development and allow for the evaluation of their academic needs.

Fees

Information about your course fee, including any annual fee increases or deposits (if required), can be found in your offer letter.

Additional Costs

During your course, you may be required to take extra or repeated modules to recover any modules you have failed. If you started your course on or after September 2019 and this extends your course end date beyond the original date stated in your offer letter, you will be charged an additional tuition fee to cover the costs of the extra or repeat modules. This additional fee will be based on the credits for the module(s) you repeat or take.

Modules

Core Modules

Year 1: MOD003325 Academic and Professional Skills

The skills that employers look for in potential employees are precisely those needed to gain academic benefit from a course. By developing these skills, students simultaneously improve their success in their university experience and enhance their employability.

Designed to promote the academic development of entering students, this entry-level module applies basic management concepts to the process of learning. It covers note taking, using numbers, information sources, critical thinking skills, working in groups, and the academic tools needed for success in core curriculum courses and for navigating the transition into university-level study.

Year 1: MOD004056 Hospitality, Tourism and Events Environment

This introductory module develops students' understanding of business sustainability, scope, and organizational structure within the hospitality, tourism, and events industry. It covers the sector's origins, development, and the internal and external business environment, emphasizing the global context. Students explore how organizations must adapt to changing circumstances by responding to opportunities, challenges, and risks. The module also examines key stakeholders and the socio-cultural, technological, ethical, environmental, economic, legal, and regulatory influences on the industry. Additionally, it enhances employability by developing skills in teamwork, critical thinking, communication, and understanding company structures for job applications.

Year 1: MOD006059 Managing Quality in Hospitality, Tourism and Events

The service sector plays a vital role in developed economies, with significant growth in global industries like hospitality, tourism, and events, creating ample opportunities for managers. This module focuses on managing service quality through effective planning, execution, and continuous improvement. Students will explore quality management models, emphasizing customer satisfaction as key to long-term success. The module covers the roles of various business functions in maintaining quality, including HR, operations, and quality control. Employability skills are developed through group presentations, fostering

teamwork, communication, negotiation, and adaptability, crucial for responding to changing circumstances in the service industry.

Year 1: MOD003319 Business Finance

This module introduces students to the fundamentals of business finance and accounting, focusing on financial reporting and management for non-financial managers. Emphasizing practical applications, it covers financial concepts, accounting principles, and financial management through a corporate-oriented approach. Key topics include financial reporting principles, understanding and evaluating financial statements, management accounting, cost analysis, budgeting, decision-making, financing a business, and capital investment decisions. The module incorporates practical examples, case studies, and international market applications. Assessment includes a midterm assignment and a final exam, with multicultural considerations reflected in the module's design and assessments.

Year 2: MOD006061 Events Management

This module explores the role of events in global economic development and urban regeneration, highlighting their societal and cultural impact. It introduces event planning and project management, focusing on integrating various management plans into a cohesive strategy. Students will examine the relationship between venue, space, people, and performance, and the connections between event concepts, pre-production, stakeholder engagement, and execution. The module covers project management tools and techniques specific to event management, emphasizing essential industry skills. Upon completion, students will understand career pathways in event management and gain transferable skills for employment in this sector.

Year 2: MOD007961 Sustainability in Career Development

This module addresses the rapid advancements in technology, global movement, information exchange, and climate science shaping the 21st century. It emphasizes the importance of developing a dynamic skill set for future graduates, who will operate as global citizens in an ever-changing world. Students are encouraged to adopt a critical approach to global situations, recognizing that professions are evolving rather than static. The module also highlights the need for sustainability in personal and professional contexts. Through reflective practice, students will enhance their skills and prepare for future career paths while contributing to a sustainable future.

Year 2: MOD007965 Events Design

This module emphasizes the crucial role of event design and theming in an event's success. Students will explore design aspects for various events, including conferences, meetings, and exhibitions, focusing on creativity, feasibility, and realism. The module covers key management skills like relationship management, time management, menu development, and special effects. It examines the relationship between design thinking and marketing, teaching students to develop event design pitches and engage audiences effectively. Sustainability, globalization, culture, and ethics are also explored. Assessment includes a practical midterm and a final reflective essay, with insights from industry guest speakers.

Year 2: MOD003486 Managing Human Resources

The management of Human Resources (HR) is both a major specialist organisational function and a responsibility of line management. It is crucial for any student preparing for the international business world to understand the HR function. This module aims to introduce students to the theoretical basis of Human Resource Management and the range of activities it encompasses. It will also explore the role that HRM plays in the strategic planning and development of both domestic and multinational organisations. Assessment will be conducted through a written piece of coursework and a final practical assessment.

Year 2: MOD009206 Principles and Practice of Marketing

This module covers the principles and practices of Marketing, emphasizing their integration into organizational management and planning for growth and competitive advantage. Students will explore the marketing mix, analysing strategies for both short-term and long-term demands. The module examines how classical and contemporary theories influence marketing decisions across domestic, international, and global levels, addressing issues like equality, multiculturalism, and sustainability. It also highlights the impact of internal and external factors on business decisions. Employability, digital, and professional skills are key focuses, with assessment through coursework and a practical task.

Year 3: MOD003337 Executing Business Strategy

This module focuses on strategic management in organizations, covering the evaluation, selection, implementation, and assessment of strategic plans. It aims to develop students' teamwork, oral, written, and analytical skills. The course includes readings, lectures, a business simulation, team presentations, and case study analyses from diverse industries, including international, non-profit, manufacturing, and services. Through these activities, students will apply course concepts and integrate knowledge from core business areas such as Accounting, Information Systems, Finance, Marketing, and Management. Assessment involves practical applications that enhance students' ability to work across various business disciplines.

Year 3: MOD009201 Live Project

This live project serves as a capstone for students in the BSc (Hons) Business and Event, Tourism, and Hospitality Management programs, integrating their learning into a real-world event. Students will design, pitch, and implement an event, applying theoretical knowledge to practice. The focus is on evaluating the process, learning from challenges, and reflecting on the experience rather than on successful execution. Working in small groups, students will develop transferable skills, create a reflective logbook, and critically assess their performance. The project demonstrates their ability to address contemporary issues and contribute original ideas to their field.

Year 3: MOD009192 Contemporary Issues

This course aims to engage students with innovative methods in Hospitality, Events, and Tourism industries by exploring industry theory, standards, and best practices. Students will critically assess trends and issues affecting these sectors through diverse media, applying theoretical models to real-world challenges. The course emphasizes global citizenship and sustainability, addressing management of international and local businesses, venue management, and leadership. Students will conduct their own research, participate in debates, survey industry professionals, and critique business strategies. They will also explore emerging

technologies and innovative practices to enhance industry offerings and address evolving business-environment problems.

Year 3: MOD009210 Undergraduate Major Project (Leadership in Practice)

This module is a final major project that addresses key areas of leadership, personal development, and preparation for the graduate workplace.

Students will study the origins and underpinning concepts and theories of leadership, exploring how these have been applied and can be applied in the modern business environment. They will also consider how leadership is exercised within their specific discipline or sector. The module includes an examination of case studies on both successful and unsuccessful leadership in recent and contemporary business settings. This case-study approach will enable students to explore the impact of leadership on organisational culture and change, ethical dilemmas, and crisis management.

Students will conduct extensive self-analysis to identify their existing strengths and vulnerabilities as future leaders in their chosen sector. They will propose a plan of action for self-development to prepare themselves for a graduate career and future leadership roles. In addition to the academic rigour of the module, the content will be delivered in a practical and applied manner to enhance student employability skills. Debating and problem-solving will be integral aspects of the module's delivery.

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