



Anglia Ruskin
University

London

Business and Events Management

BSc (Hons)

Quick Facts

Campus: London

Duration: 3 Years

Available Starts: September, January

UCAS Code: NN81

Tariff Points: 104 UCAS tariff points

Institution code: L63

The events industry is experiencing momentous global growth.

They dominate the media, fill transport systems, hotels and venues, along with delivering objectives, motivating communities and creating positive impacts.

The events industry is experiencing momentous global growth. The UK events sector currently contributes over £39.1 bn to the economy, thus driving continual demand for specialist graduates, who not only understand both the theories of business and events management but are also equipped with practical experience. Hosting events matters, but not simply because of the money spent in the local economy whilst the event is taking place. Major events focus the world's attention on one location - increasing people's interest in visiting, studying or investing there.

This degree has been designed to prepare graduates for the Business and Events sector. It blends both academic practice with the study of core business skills and management concepts along with a live project. This synthesis allows students to develop and apply their knowledge, understanding and expertise. In completing this course, students will be able to understand the career specialism that reflects their interests and abilities, identify career pathways and the professional expectation to achieve them.

Associated careers

In today's tough jobs market, graduates need to stand out from the crowd to successfully secure that all important first full-time job after university. A BSc Business and Events Management from ARU London will definitely enhance your employability:

- In your third year you will undertake the Events Live Project which will enable you to integrate your academic knowledge with experiences beyond the classroom and combine your developing knowledge, skills and personal ideas in order to develop transferable skills which can be applied in the workplace. Prodigious for your CV.
- Your ARU London lecturers all have first-hand experience of business and event management. You are therefore assured that the content of your degree will be directly relevant to the demanding, constantly evolving world.

Module Guide

Year 1

- Hospitality, Tourism and Events Environment
- Business Finance
- Academic and Professional Skills
- Managing Quality in Hospitality, Tourism and Events

Year 2

- Principles and Practices of Marketing
- Managing Human Resources
- Events Planning and Project Management
- Event Themes and Designs

Year 3

- Business Strategy
- International Event Management (15 credits)
- Hospitality and Venue Management (15 credits)
- Events Live Project
- Major Project



Skills & development

This degree course offers the chance to combine academic study of the business and events management sector.

In-depth understanding of the event industry and the operation of organisations within it, with specific reference to the concepts and characteristics of event management, globalisation, cultural concepts, marketing, event design, creativity and strategy.

Knowledge of contemporary issues in events management that can influence the different phases of events and an organisation's performance designing, planning and running live events.

You will benefit from

As one of the most important financial and business centres in the world, London is a hub for hosting events, offering some of the very best examples in terms of venues.

Interactive discussions, presentations, group work and guest lectures.

During your studies there will be the opportunity to participate in the Employability Scheme with the specific objective of enhancing your future employment prospects. This includes CV workshops, interview techniques, career counselling and visits from prospective employers.