

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 part. 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 an individual final project.

Year 1: Academic and Professional Skills

The skills which employers look for in potential employees are precisely those needed to gain academic benefit from a course. By developing those skills students simultaneously improve their success in their university experience and make themselves more employable. Designed to promote the academic development of entering students this entry level module applies basic management concepts to the process of learning. Included are 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 success in navigating the transition into university level stud. Throughout the module an emphasis is placed on writing skills and English grammar with regular formative assignments. There are two assessment instruments in this module, a portfolio of work presented at midterm, a group presentation, and a final project.

Year 1: Managing Quality in Hospitality, Tourism and Events

The service sector has become an increasingly important contributor of value added to developed world economies, with increased employment in 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. Quality provision is 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 recognizing that a framework for quality is a necessity and will require a high level of commitment to an established philosophy.

Year 1: Business Finance

This module introduces the 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 module develops an understanding of economic concepts, accounting principles and mathematics. 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 project. Multiculturalism has been considered during the design of this module and will be considered when the assessment brief is written.

Year 2: Events Planning and Project 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 business cases. 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 via a midterm written assignment and a final project. There will also be additional formative assessment activities throughout the term.

Year 2: Managing Human Resources

The management of Human Resources (HR) is both a major specialist organisational function and a responsibility of line management. It is vital that any student, preparing for the international business world, should have an understanding of the HR function. This module aims to introduce students to both the theoretical basis for Human Resource Management and the range of activities covered by the function. It will also explore the role that HRM plays in the strategic planning and development of domestic and multinational organisations. Assessment of this module is a midterm assignment and a final portfolio presentation. Multiculturalism has also been considered during the design of this module.

Year 2: Principles and Practice of Marketing

The module aims to enable students to understand thoroughly the process of Marketing and how it fits into an organization's overall management and planning process. The emphasis will be on the role that marketing can play in implementing and controlling the marketing planning process at both a domestic and international level. Alternative approaches in the use of the marketing mix will be discussed, analysed and evaluated looking at both the short and long-term organisation and market demands. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes. Assessment will be by way of a midterm written assignment and a final project. Multiculturalism has been considered during the design of this module.

Year 2: Event Themes and 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 in order 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. It 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 practical design application basis. Student learning in this module will be assessed via a midterm written assignment and a final project.

Year 3: International Event Management

With the steady growth in international events, the role of marketing is critical in ensuring that your event is a success. More than ever, events managers need to understand how to identify their target markets, develop an appropriate event concept and select the most effective pricing strategy. Within the events industry, organisations have been seeking to find new opportunities for profitable expansion overseas. To take advantage of such a strategy, an organisation needs to consider financial, organisational, cultural and ethical barriers along with the conceptualisation, promotion, production, and innovation of events. The module focuses on the increasing importance of events as a form of socio-cultural or economic experience and as a creative enterprise. The module aims to identify the principal managerial issues in launching an international event. To assess the barriers an organisation will face when selling an event to the international market or launching an event overseas. To evaluate a full range of factors that make up the external environment, evaluate event organisations strengths, weaknesses, opportunities and threats and how they can be utilised to benchmark the competencies and strategy of the organisation as well as consideration of sustainability and risk. Student learning in this module will be assessed via a midterm individual presentation and a final written project with clear evidence of application of relevant academic models. There will also be additional formative assessment activities throughout the term in order to develop transferable skills which can be applied in the workplace.

Year 3: Hospitality and Venue Management

Hospitality and Venue management is the co-ordination and control of all resources within the event space to produce an optimal outcome. Venues vary greatly in purpose, size, and in the issues they must address in order to be successful. There are certain core principles that underly the management of all of them. Students will explore these fundamental principles while also analysing detailed information about specific types of venues and situations. Topics covered include the history of public venues, business management, finance, ticketing, safety, security, and booking. Additionally, students will evaluate detailed examples of invoices, cash flows, rental agreements, and financial statements to illustrate real-world situations managers can expect to address. The module will also enable students to explore and understand the relevant theory behind the working experience in the hospitality functions in venues along with conference and events operational departments. The module will develop practical and applied knowledge through the use of authentic case-studies and event documentation. Students will also evaluate the material from a strategic viewpoint to be able to identify and incorporate current and future issues relating to hospitality, venue management and its sustainability. This module aims to demonstrate the integral role hospitality and venue management has on the success of an event within local, regional and global environments. The module will encourage students to utilise appropriate theory and explore key issues and concepts such as internationalisation, business management, HRM, operations, sustainability, trends and development and be able to critically evaluate such factors in order to develop transferable skills which can be applied in the workplace. Students will gain a current industry perspective and will be assessed via a midterm written assignment and a final project.

Year 3: 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 utilize 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: Tourism and Events 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 and the BSc (Hons) Business and Tourism Management 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 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. The live project brief should be designed to enable an interactive, deep learning and to foster the development of reflective skills through the development of a reflective logbook. Students will engage in critical self and group 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: Major Project

The Undergraduate Major Project module allows students to engage in a substantial piece of individual research, based upon a real world case study. The student will acquire knowledge and skills to design and complete research on an agreed topic. The module is designed to enable the student to consolidate their prior learning through conducting secondary research. Students will develop their information searching skills by learning about the range of sector-specific information sources and how to access and retrieve relevant information from these sources. For example, business students will explore sources of company and market data; similarly, students studying

health and social care will explore the range of information on how to deliver health and social care. All students will consolidate their knowledge and skills in accessing academic research repositories. The student will have the opportunity to, in consultation with the module tutor, chose a topic area or issue of interest to analyse; and then evaluate management action required from within that topic area. The student will conduct data-searches and select data suitable to answer and defend research questions. The student will further use models or techniques appropriately in order to analyse the data collected. The student will also be required to recommend possible solutions to issues, problems and challenges identified. Ultimately, the module will enable the student to use the learned critical skills to present a limited set of justifiable recommendations for management action.