

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Events Management

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	N820
JACS Code	N820
Programme Duration	Full-Time: 3 Years, Sandwich Thick: 4 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Hospitality, Leisure, Sport and Tourism
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Arts with Honours in Events Management Bachelor of Arts Honours (SW) in Events Management Diploma of Higher Education in Events Management Diploma in Higher Education (SW) in Events Management Certificate of Higher Education in Events Management
Programme Leader	Laura Dixon

Educational aims of the programme

To prepare students for employment and/or further academic study via a comprehensive understanding of the interdisciplinary nature of the study of events management.

To provide an opportunity for students to achieve full academic potential through honours degree level study which encourages a high degree of initiative, independent judgement, self-motivation, critical self awareness and learner autonomy within the field of events management.

To produce graduates with a knowledge and critical understanding of the nature, structure, composition, management and consumption of the events industry sectors and their global environment.

To develop students' abilities in selection, organisation, analysis and critical evaluation of information relating to the events industry.

To produce graduates who are able to function competently as reflective professionals within the events industry.

To encourage students to engage with the development of employability skills by completing a self-awareness statement.

In addition to the aims for the main target award, the sandwich programme aims to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment.

Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education

A student who is eligible for this award will be able to:

Demonstrate knowledge of the underlying concepts and principles associated with the study of Events Management, and demonstrate an ability to evaluate and interpret these within the context area of events management

Evaluate the appropriateness of different approaches to solving problems related to Events Management

Communicate the results of their study/work accurately and reliably, and with structured and coherent

arguments

Demonstrate qualities and transferable skills necessary for employment in the area of Events Management requiring the exercise of some personal responsibility

Use a range of established techniques to initiate and undertake analysis of information, and to propose solutions to problems arising from that analysis

Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education

A student who is eligible for this award will be able to:

Apply knowledge and critical understanding of the well-established principles of Events Management, and of the way in which those principles have developed

Apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an applied context

Analyse the main methods of enquiry in Events Management and the ability to evaluate critically the appropriateness of different approaches to solving problems

Effectively communicate information, arguments and analysis, in a variety of forms and deploy key techniques of Events Management effectively

Develop existing skills, and acquire new competences that will enable students to assume significant responsibility for themselves and others

Apply the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making

Present, evaluate and interpret qualitative and quantitative data, to develop lines of argument and make sound judgements in accordance with theories and concepts

A student who successfully completes a placement year will be eligible for the Sandwich award and will, in addition to the above, be able to demonstrate the professional and personal skills necessary for effective employment within a professional environment

Target award Learning Outcomes - Bachelor of Arts with Honours

A student successfully completing the programme of study will have acquired the following subject knowledge and understanding as well as skills and other attributes.

A student who is eligible for this award will be able to:

1. Demonstrate a critical understanding of theories, concepts and principles relevant to events management
2. Critically discuss the structure of the event industry providers and their sectors
3. Critically review and debate the influence of the political, technological, social, cultural, environmental and economic factors which affect, or impact upon, the supply and demand of events
4. Analyse and critically evaluate the nature, characteristics, needs and expectations of different consumers
5. Transfer and apply creative and analytical skills and exercise significant judgement in a range of situations
6. Analyse, synthesise, summarise and evaluate information
7. Reason and critically evaluate
8. Identify and solve problems individually or co-operatively
9. Integrate lines of evidence from a range of sources to support arguments
10. Demonstrate and exercise independent thinking
11. Demonstrate reflective skills
12. Critique, analyse, design and use various research methods
13. Search for, select and interpret information from a variety of sources and report results using appropriate communication skills
14. Develop appropriate practical skills relevant to the management of events
15. Develop appropriate numerical skills
16. Apply appropriate concepts from social science and management discourse
17. Recognise and apply safe, professional working practices
18. Communicate effectively to audiences in written, graphical and verbal forms
19. Manage time and work to deadlines

20. Participate constructively in groups
21. Utilise ICT tools and resources efficiently and effectively
22. Manage a responsible, adaptable and flexible approach to study and work
23. Recognise, explain and evaluate issues associated with events management

Alternative target awards

A student who is eligible for the following awards will be able to:

Bachelor of Arts Honours (SW) in Events Management -

In addition to the learning outcomes for the main target award, demonstrate the professional and personal skills necessary for effective employment within a professional environment.

Teaching, Learning and Assessment

The methods used to enable outcomes to be achieved and demonstrated are as follows:

Acquisition of skills 1-5 is gained through structured lectures, workshops and seminars. Group exercises and presentations ensure that students gain an understanding and experience of teamwork. Work related learning enables students to apply theory to real practical situations. Independent study is encouraged and is supported by formal lectures, workshops and tutorial sessions. Students are encouraged to use a variety of ICT and media to broaden their understanding of the subject.

Formal evaluation of knowledge and understanding is through seen and unseen written examinations, assessed coursework such as essays and reports, and individual and group presentations. Presentations and projects based on individual research.

Cognitive skills are developed through the teaching and learning strategies outlined above. All modules in the programme emphasise student-centred learning, involving students in task-based activities followed by discussion, feedback and a wider application of the concepts (6-14).

Intellectual skills (6-14) are assessed throughout the programme in seen and unseen written examinations, coursework, for example case studies, essays, individual and group reports and presentations. Skill 14 can be demonstrated and developed both explicitly and implicitly during workshops, reflective writing, peer review processes and group work.

All students receive initial generic and module specific guidance and specialist induction on the identification, location and use of multimedia materials in the library and alternative local and non-local sources. Guidance and feedback on assessments are provided at modular level. Criteria for assessment accompany individual assignments. Indicative and essential sources accompany course outlines.

Skills 15-18 are assessed through written coursework, unseen and seen exams, presentations and work related learning.

Oral and written feedback assignments are set regularly. Verbal and written feedback foster reflective awareness and independent learning (18-20). All modules at all levels of the programme are mapped carefully to minimise bunching and promote effective time management (19). Support is given to develop independent skills (10). Group work is encouraged through task-based discussions and workshops (8, 20).

Effective communication is assessed in all areas of learners' work (13, 18). Group-work skills, workshops and reports are assessed through a variety of assessments. Individual coursework - essays, reports, presentations, seen and unseen written exams assess 1-3 and 18-23. Students are encouraged to identify their strengths and weaknesses and set appropriate goals and strategies for achievement (18-23).

Programme structure - programme rules and modules

The sandwich placement year (5019SSLN) will follow Level 5 and students will be enrolled on a 480 credit honours sandwich programme. The Level 5 mean for the final award mark will be calculated upon the 240 credits at Level 5.

Students will be offered the opportunity of study abroad at Level 5. The programme will offer the opportunity of 60 credits of study at Level 5. Students will be enrolled on a 360 credit honours with study abroad programme. A 60 credit Level 5 study abroad module 5021SSLN will normally replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5.

Students not undertaking a placement year are registered on the non-sandwich version of the programme and will have the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad

module 5020SSLN. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
6000SSLN Individual Research Project (40 credits) 6001SSLN Enterprise & Entrepreneurship for Events (20 credits) 6002SSLN Event Impacts (20 credits) 6003SSLN Contemporary Issues in Events (20 credits) 6007SSLN POLICY, POLITICS AND EVENTS (20 credits)		120 core credits at level 6 0 option credits at level 6

Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5000SSLN Staging Events 1 (20 credits) 5001SSLN Staging Events 2 (20 credits) 5002SSLN Research Design (10 credits) 5003SSLN Human Resource Management for Events (20 credits) 5004SSLN Integrated Marketing Communications (20 credits) 5006SSLN Professional Skills Development 2 (10 credits) 5007SSLN Business Ethics (20 credits)		120 core credits at level 5 0 option credits at level 5

Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4000SSLN Events Industry (20 credits) 4001SSLN Professional Skills Development 1 (20 credits) 4002SSLN Event Marketing (20 credits) 4003SSLN Event Planning & Risk Assessments (20 credits) 4004SSLN Creative Event Design and Experience (20 credits) 4006SSLN Introduction to Management and Leadership (20 credits)		120 core credits at level 4 0 option credits at level 4

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

Opportunities for work-related learning (location and nature of activities)

The BA(Hons) Events Management degree has a range of activities that enable students to engage with industry and employers and experience the world of work. Students have the opportunity to be involved in a number of paid and voluntary initiatives through Event Start, which promotes 'events' related work experience in

partnership with local and national organisations. At Level 5, all students will have to plan, stage and evaluate an actual 'live event' for the module 5001SSLN Staging Events 2. Many of these events are 'projects' which benefit an organisation or a community agency. In addition to the above, guest lecturers and industry professionals are used throughout the programme to enhance and enrich the learning experience. The optional sandwich placement is available to all students. Sandwich placements are beneficial for a number of reasons: they offer an excellent opportunity to gain valuable relevant paid work experience; the host employer may offer sponsorship to support the student during the final year of study and is often followed by a job offer; the year out boosts confidence and may help the student achieve a better degree result; the experience and personal contacts gained may help to secure a job after graduation.

Criteria for admission

A/AS Level

112 UCAS tariff points (applicants should have or expect to have at least 2 A Levels or equivalent).

Access

Applications are welcomed from students with the following qualifications

Higher national diploma

Applications are welcomed from students with the following qualifications

A Higher National Diploma (HND) in a relevant Business subject. Applicants are expected to have achieved an average of merit standard

Foundation Degree in a relevant Business subject. Applicants are expected to have achieved an average of 60%

Other

GCSE English Language and Maths Grade C or above or equivalent.

Mature entry

Mature applicants with sufficient relevant experience will be invited to attend interview.

Overseas qualifications

For undergraduate courses please apply through UCAS, applicants will be considered in line with normal entry requirement.

English Language Requirements All International and EU students must meet the following minimum English Language requirements IELTS 6.0 with a minimum of 5.5 in each component

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA) Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of teaching and learning

Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.