

# Programme Specification Document

Approved, 2022.02

## Overview

<b>Programme Code</b>	36496
<b>Programme Title</b>	Business with Events Management
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	Degree
<b>Programme Leader</b>	
<b>Link Tutor(s)</b>	Linda Walsh

<b>Partner Name</b>	<b>Partnership Type</b>
Dong A University	Franchised

## Awards

Award Type	Award Description	Award Learning Outcomes
Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Alternative Exit	Certificate of Higher Education - CHE	Use a range of appropriate business software. Use a range of appropriate business software. Describe the structure, functions, processes and management of business organisations. Describe the structure, functions, processes and management of business organisations. Apply basic quantitative techniques to business problems. Apply basic quantitative techniques to business problems.
Alternative Exit	Diploma of Higher Education - DHE	Use a range of appropriate business software. Analyse the structure, functions, processes and management of business organisations. Apply quantitative techniques to business problems.

Alternate Award Names	
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## External Benchmarks

Subject Benchmark Statement	UG-Business and Management (2019)
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## Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	Dong A University	3 Years

## Aims and Outcomes

### Educational Aims of the Programme

The BA (Hons.) Business with Events Management programme aims to produce graduates who have: Acquired knowledge of business theories, models and techniques and issues rigorously and who have the practical skills needed within the business and events management environment. Developed the knowledge and skills necessary for a successful career in business or to undertake a further academic study. Developed the personal and key skills to enable them to work effectively on their own and within teams and to be able to meet the challenges of working in a changeable business environment. Developed knowledge and skills in events management.

### Learning Outcomes

Code	Description
PLO1	Demonstrate a comprehensive understanding and ability to analyse and evaluate the nature, structure, functions, processes of business organisations and events management implications.
PLO2	Apply the skills necessary for academic study and enquiry.
PLO3	Select, use and evaluate information from a variety of sources.
PLO4	Apply theoretical concepts and practical techniques and skills to the solution of complex problems.
PLO5	Analyse and interpret quantitative and qualitative data.
PLO6	Utilise judgement to draw appropriate conclusions and make recommendations.
PLO7	Analyse, evaluate and synthesise theoretical and applied knowledge and information to develop a coherent understanding and conclusion.
PLO8	Develop own leadership, team-working and other personal qualities necessary for an events management career.
PLO9	Understand the role of international business management in a business recognising its development and implications for the organisation.
PLO10	Apply the business and events management concepts and philosophy to private, public and not-for-profit sector organisations.
PLO11	Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.
PLO12	Analyse the contemporary issues in business and events management.
PLO13	Apply a range of theoretical concepts to practical organisational or industry sector issues or problems.
PLO14	Demonstrate knowledge of the business communications tools and the need for integration.
PLO15	Demonstrate detailed knowledge of business and events management.
PLO16	Demonstrate an awareness of strategic, legal and ethical issues affecting business organisations and international business management.

## Programme Structure

### Programme Structure Description

The BA(Hons)with Events Management programme will consist of six modules at each level. At level 4, all modules are core and at level 5 and 6 there are five core modules and one option.

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4500DGABW Business and Economic Decisions Approved 2022.01 - 20 credit points	
[MODULE] 4501DGABW Contemporary Business Issues Approved 2022.01 - 20 credit points	
[MODULE] 4502DGABW Academic and Business Skills Approved 2022.01 - 20 credit points	
[MODULE] 4503DGABW Marketing for Business Approved 2022.01 - 20 credit points	
[MODULE] 4504DGABW Finance and Accounting Skills Approved 2022.01 - 20 credit points	
[MODULE] 4505DGABW Fundamentals of Management Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 100 credit points	CORE
[MODULE] 5502DGABW Organisational Behaviour Approved 2022.01 - 20 credit points	
[MODULE] 5503DGABW Digital Business Intelligence Approved 2022.01 - 20 credit points	
[MODULE] 5504DGABW Research Methods Approved 2022.01 - 20 credit points	
[MODULE] 5505DGABW Creative Event Design and Experience Approved 2022.01 - 20 credit points	
[MODULE] 5506DGABW Event Planning and Risk Assessments Approved 2022.01 - 20 credit points	
Level 5 Optional - 20 credit points	OPTIONAL
[MODULE] 5500DGABW Employability Skills Approved 2022.01 - 20 credit points	
[MODULE] 5501DGABW Personal Development Approved 2022.01 - 20 credit points	
Level 6 - 120 credit points	
Level 6 Core - 100 credit points	CORE
[MODULE] 6502DGABW Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6503DGABW Business Consultancy Approved 2022.01 - 20 credit points	
[MODULE] 6504DGABW Innovation and Creativity for Business Approved 2022.01 - 20 credit points	
[MODULE] 6505DGABW Contemporary Issues in Events Approved 2022.01 - 20 credit points	
[MODULE] 6506DGABW Event Impacts Approved 2022.01 - 20 credit points	
Level 6 Optional - 20 credit points	OPTIONAL
[MODULE] 6500DGABW Corporate Social Responsibility Approved 2022.01 - 20 credit points	
[MODULE] 6501DGABW Personal Development and Employment Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

## Teaching, Learning and Assessment

Acquisition of knowledge is achieved through a broad range of teaching methods including lecture, seminar, workshop, action workshop, case study, video, practical, business game simulation, international and national case studies. Assessment methods are specified in each module handbook but include unseen examination, open book examination, coursework assignments and presentations. Intellectual skills are developed through practical (case study or 'real-world') tutorial work and coursework assignments. Open ended practical and project work is designed to permit students to demonstrate achievement of all the learning outcomes in this category. Examples of teaching and learning on the programme include; Lectures Tutor led seminars Student led seminars Workshops Self directed learning Business game simulations Work placement year (optional) Intellectual skills are assessed. A variety of assessment methods are used and formal examination, coursework (including formal reports and presentations), are the main methods for assessment. Examples of assessment on the programme include; Essays Reports In-Class Tests Unseen Examinations Open Book Examinations Portfolio Practical skills are developed in a co-ordinated and progressive manner throughout the programme. In the lower levels attention is focused on the acquisition of basic skills, while at the higher levels more advanced techniques are introduced. A variety of assessment methods are used to assess practical skills including practical tasks, formal reports, presentations, portfolios. Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. Transferable skills are assessed. A variety of assessment methods are used including examinations, portfolios of learning, formal reports, presentations and business game simulations.

## Opportunities for work related learning

The four elements of Work Related Learning (WRL) are: 1. Learning about oneself 2. Learning and practising skills 3. Experiencing the world of work 4. Experiencing and learning how to learn and manage oneself in a range of situations will be addressed through the continuing development of graduate skills that are embedded into the programme as well as via campus-based work related learning. The module 'Employability Skills' gives students a specific opportunity to undertake a work-related learning opportunity in the form of an internship, relevant to their chosen field of study. The programme also has strong employer involvement. Many modules have guest speakers from industry.

## Entry Requirements

Type	Description
Alternative qualifications considered	1) Vietnam Secondary School Graduation/Year 12 completion and English level IELTS 5.0 with a minimum of 5.0 in each component or 2) Completion of the Dong A foundation year and English level IELTS 5.0 with a minimum of 5.0 in each component.