



NEW START4U CIC
024 7767 1470
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12-14 Riley Square,
Coventry CV2 1LX, UK

BA (HONS) EVENTS MANAGEMENT WITH FOUNDATION YEAR

OVERVIEW

Level: Undergraduate

Entry requirements: 48 UCAS points

English language requirements: GCSE English at Grade 4 or above, or IELTS 5.5 with no component less than 5.0 in each band, or equivalent.

Class hours per week: 12 hours plus 38 hours per week for self-study and individual learning

Assessment method: Coursework, presentations and exams

Duration: 4 years

Location: London, Birmingham and Manchester

Mode of study: Full-time: Daytime, or Evening and Weekend

Start dates: September, January and May

ABOUT THE COURSE

Get hands-on experience of events management with this practical and exciting events management degree. Take the theory learnt in the classroom and immediately apply it to real-life events which you will develop, organise and deliver yourself - helping to ensure that you leave University with a CV you can be proud of.

The events industry contributes £58.4 billion to the UK's GDP and is the UK's 16th biggest employer. In July 2015, in recognition of the contribution that events make to the UK economy, the Prime Minister announced the creation of a specialised Events Industry Board. This board is tasked with furthering the interests of this increasingly important area.

Solent's event management programme aims to help students position themselves as leaders in this growth sector, and helps ensure that they have enough knowledge to secure graduate roles once the course is complete.

KEY FACTS

Study in central locations in cities with a strong events industry



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Foundation Year develops your academic skills and subject specific knowledge ready for undergraduate study

Solent University is a founding member of the Association of Events Management Educators

Gain practical events experience and develop your transferable skills in this growth sector

Available to study full-time over evenings and weekends

COURSE DETAILS

WHAT WILL I STUDY?

The BA (Hons) Events Management aims to develop your understanding of the changing nature of the events management business and specifically engages you with the 'Events Management Body Of Knowledge' (EMBOK) framework. This ensures what you are learning throughout the programme is industry relevant and beneficial for your future career prospects.

The business Foundation Year is ideal for students who are just beginning their journey into the world of Events Management. The programme is tailored to support the development of those students lacking the formal qualifications necessary for direct entry onto a degree programme or who wish to update or broaden their knowledge before progressing onto a full undergraduate degree.

By investigating the events management industry using a range of secondary and primary sources, you will critically evaluate and challenge events management knowledge and concepts. On this programme, you will learn how to independently design, plan and execute responses to solve complex problems in events management, both abstract and practical.

With an emphasis on independent working, organisation and planning, the events management degree delivers skills which are broadly applicable to a wide range of roles and sectors. You'll develop project management, teamwork, business and customer awareness, and expand your problem-solving, numeracy and IT skills through extensive study.

A degree in events management is the ideal way for those who are new to the world of event management to learn the industry from the ground up. You will graduate having developed a portfolio of professional events and a range of transferable business skills.

TEACHING AND ASSESSMENT

You'll be taught using a range of teaching methods that include lectures, seminars and workshops, totalling 12 hours per week. You will also be expected to engage in independent study, around 38 hours per week.

You will have access to virtual learning environment that provides quick online access to assignments, lecture notes, suggested reading and other course information.

Assessments are based on coursework, presentations and exams.



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EVENING AND WEEKEND STUDY

One of our study options available for UK and EU nationals includes evenings and weekends.

This study option offers exactly the same levels of student support and the ability to balance your full-time studies with your personal life.

KEY ENTRY REQUIREMENTS

To study this programme, you will need to meet the following entry requirements:

ACADEMIC REQUIREMENTS

48 UCAS points

A minimum of two completed A-levels, a BTEC Extended Diploma at PPP or BTEC Diploma at MP or equivalent.

GCSE Mathematics at grade 3 or above (previously grade D).

We will consider mature students who haven't recently undertaken a formalised course of study at A-level or equivalent, but who can demonstrate relevant workplace or voluntary experience, indicating their ability to complete the course successfully.

ENGLISH LANGUAGE REQUIREMENTS

GCSE English at Grade 4 or above (previously grade C)

IELTS 5.5 with no component less than 5.0 in each band, or equivalent.

WHAT YOU'LL STUDY

All units are core and are worth 20 credits, unless specified.

FOUNDATION YEAR

- Developing Professional Practice
- Business Organisations
- Essential of Employability
- Marketing in the 21st Century
- Business Issues in the Contemporary World
- Contemporary Issues Project

YEAR 1

- Introduction to Events Management (40 credits)



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- Leisure Marketing (Tourism and Events)
- Tourism and Events Business Practice
- Event and Activity Safety Operations
- Professional Practice for Tourism and Events

YEAR 2

- Applied Events Management (40 credits)
- Managing Service Operations
- Work-Based Professional Studies
- Tourism and Events Research Skills
- Customer Services for Air Travel, Tourism and Events

YEAR 3

- Contemporary Issues in Events Management
- Business Start-up
- International Marketing for Tourism and Travel
- Strategy for Management and Marketing

And one of the following:

Dissertation for Leisure Services (Tourism and Events) (40 credits)

Leisure Services Consultancy Project (40 credits)

FEES AND COSTS

Fees: To find out about current fees and student finance contact us

Your tuition fees cover the cost of teaching, access to resources at our Centres, registration costs, and Student Support Services. They do not include the cost of course books, stationery and photocopying/printing costs, accommodation, living costs, travel, hobbies, sports or other leisure activities.

ADDITIONAL COSTS

In addition to the tuition fees, you should be prepared to buy some of the course texts which are around £30 each. This would average around £200 per annum.

CAREERS AND FURTHER STUDY

The events management course opens up a wide range of career paths, from in-house corporate events and PR through agency and consultancy positions. You'll have the potential to work on a huge range of events, adapting to the very different challenges of charitable fundraising, corporate meetings, conferences, exhibitions, festivals and public events.

Suitable roles for graduates include:



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- Events management
- Sales and marketing management
- Sport events promotion
- Charitable fundraising
- Conference and exhibition management
- Running your own events company

Students have gone on to various jobs within the industry including event organiser and fundraiser at a national charity, director of a marquees and events company, events manager at a local hotel, events assistant at Senate Grand Prix racing, manager/owner of a local nightclub, events co-ordinator at JUMP and events manager at Revolution.