



UNIVERSITY OF  
GLOUCESTERSHIRE

at Cheltenham and Gloucester

# BA (HONS) EVENTS MANAGEMENT



If the routine of a 9-5 office job isn't for you - then unleash your energy and enthusiasm in the world of events management.

Whether it's celebrating local culture or showcasing the world's elite athletes, the world of events is a challenging and exciting one

By studying for an Events Management degree, you'd be joining a department with over 20 years experience in teaching the subject, set within a region that enjoys a rich heritage in holding festivals, so there's plenty of opportunity to gain valuable experience within the industry.

Our Events Management degree course ensures you acquire a broad overview of the industry; covering subjects such as financial management, marketing, risk management and corporate strategy. It can be studied on its own as a single honours degree or you can opt to study the programme combined with a range of subjects. For single honours students, there is the opportunity to specialise in three areas: music

and cultural events, sporting events or business events.

You will gain valuable practical work experience in the events industry as you'll be required to run at least one event early on in your studies. A year-long industrial placement is compulsory for single honours students. Joint students may have to do a placement depending upon their subject choice. Industrial placements are designed to enable you to put your theory into practice, make useful contacts in the industry and could even lead to employment after you graduate.

# International Development Centre

## BA (Hons) Events Management

Level I	Introduction to the Events Industry	Musical and Cultural Events	Business Events	Operational Skills for Event Management
	Understanding Consumers in Society	Applied Resource Management	Events Management Skills in the Workplace	Sports Events
Level II	Event Operation Management	Information for Decision Making	Risk Management	Planning Business/Sporting/Music & Cultural Events
		Marketing the Leisure Experience	Research Methods	Celebratory and Life-Stage Events <small>Option</small>
Work-Based Learning Placement				
Level III	Corporate Strategy	Contemporary Issues in Events Management	New Business Development <small>Option</small>	Dissertation
	Communications & Marketing	Politics & Economics of Mega-Events		

**Please Note:** This course map is for a single honours degree.

### ILLUSTRATIVE MODULES

**Introduction to the Events Industry** investigates the structure and nature of the events industry. It identifies the history behind events and discusses local and national government involvement and policy towards the staging of events.

**Understanding Consumers in Society** introduces an integrated approach to the study of societal values, culture, lifestyles, ethics and consumption in the leisure sector.

**Event Operation Management** enables you to apply theories that relate to the events management sector by offering you the opportunity to undertake some operational management responsibilities through the planning and organisation of a real event, you are then tasked to reflect upon their learning experiences.

**Risk Management** introduces you to the necessary theoretical, practical and industry-specific knowledge needed to be able to identify risks and to acknowledge the social context of risk.

**Corporate Strategy** is designed to provide you with an understanding of strategic management principles, theory and analytical frameworks, which are then applied to the "leisure" industry to consider how organisations can manage their resources and competition, to achieve long run competitive advantage.

**Contemporary Issues in Events Management** covers many aspects of the event industry. The focus is on current, up-to-date issues and modern management practices within the industry. You are given the opportunity to critically evaluate contemporary issues. By the end of the module you will be able to express qualified opinions on many contemporary issues, in addition to evaluating the implications for the event industry.

**Option Modules** allow you to choose from a selection of modules – a full list of modules can be seen at [www.glos.ac.uk/courses/undergraduate/evm](http://www.glos.ac.uk/courses/undergraduate/evm) and then selecting 'Detailed Course Information.'

### STUDENT PROFILE



#### Chloe Hampton

"I've really enjoyed the practical side of the course and have been involved in organising several events such as running a horse racing evening in the Student Union Bar. I was also thrilled to be chosen as part of a team of four for a live consultancy project to organise a wedding fair.

My placement year working in a small boutique hotel gave me invaluable experience for my future career. After spending six months as a management trainee, I actually ran the conference department for the remaining six months as Conference Operations Manager.

The course has been really interesting and challenging, particularly the Contemporary Issues module in my final year. Thanks to my degree course and my placement experience I've already managed to get a job as an Events & Banqueting Co-ordinator."

### Benefits of the Course

- Staff have over 20 years of experience of teaching events management at undergraduate level
- The opportunity for single honours students to specialise in music and cultural events, sports events or business events

### Entry Requirements

- Applicants should have completed High School with good grades. Some students may have to complete an international foundation course before progressing to the bachelors degree
- IELTS 6.0 overall (5.5 in writing) or equivalent

### Mode of Attendance

Full-time

### Duration

3 years or 4 years including Placement

### International Fees for 2010/11

Annual Tuition Fee £8,615

### Career Paths

- Festivals manager
- Corporate hospitality events manager
- Special events manager (weddings, product launches etc)

### Enquiries and Applications

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