

Programme Specification

BA (Hons) Events and Experience Management

BA (Hons) Events and Experience Management (with placement)

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2025-26
<i>in the month(s) of:</i>	September, February (Level 6 entry) ¹
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	
<i>Exit awards:</i>	Certificate of Higher Education Events and Experience Management Diploma of Higher Education Events and Experience Management Diploma of Higher Education Events and Experience Management (with placement) BA (Ord) Events and Experience Management BA (Ord) Events and Experience Management (with placement)
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Events, Hospitality, Leisure, Sport and Tourism (2016) Business and Management (2015)
<i>Mode/s of study:</i>	Undergraduate periods of study for full-time Non-standard period of study as follows: <ul style="list-style-type: none"> • Full-time 4 years with placement
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Placement year opportunity:</i>	Yes

Introduction and special features

As the business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, particularly in the Events Industry. The BA (Hons) Events Management award aims to provide you with a critical understanding of the management of events.

Studying the BA (Hons) Events Management programme is a great opportunity to gain a degree that is clearly focused on your long-term career prospects, whether you are thinking of setting up your own business, working in a large corporation, the public sector or not-for-profit sector you will need to possess an understanding of how businesses operate and how the management of events can contribute to their success.

¹ Direct entry to Level 6 is available in September and February, but entry to other Levels is restricted to September

Events require teamwork, and we will enable you to develop your own skills as a team player, a group member and ultimately as a manager of other people. Our Events Management programme allows you to specialise and develop the skills to be an effective event planner and organiser across a range of fields. Alongside this knowledge you will also develop the skills you will need to be effective in a managerial role.

As signatories to PRME (Principles for Responsible Management Education), York Business School are committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such as corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

Accredited by Chartered Management Institute (CMI) and aligned with our Work-Related Experiential Learning framework (WREL), BA (Hons) Events and Experience Management and BA (Hons) Events and Experience Management (with placement) represents the opportunity to earn a degree that integrates a critical understanding of the event function of an organisation, and the WREL programs aim to define activities and ensure that the course is delivering authentic content, while also developing critical thinking skills, employability skills, and preparing students for life after graduation. Additionally, students are given the opportunity to access, analyse, and evaluate real events and network with local stakeholders.

The WREL (Work-Related Experience and Learning) programs are designed to provide students with a practical and authentic learning experience. The programs are structured to define activities that are relevant to the industry, ensuring that the course is delivering authentic content. This approach prepares students for the challenges they will face in their future careers.

In addition to providing students with the necessary skills and knowledge to succeed in the industry, the WREL programs also focus on developing critical thinking skills and employability skills. This prepares students for life after graduation, ensuring that they are equipped with the skills and knowledge needed to succeed in their chosen profession.

One of the key features of the WREL programs is the opportunity for students to access, analyse, and evaluate real events. This hands-on experience allows students to apply the theory they have learned in the classroom to real-life scenarios. This approach not only enhances their learning experience, but also provides them with valuable insights into the industry.

Finally, the WREL programs also provide students with the opportunity to network with local stakeholders. This allows them to build valuable connections and gain insights into the latest trends and developments in the industry. This approach not only enhances their learning experience, but also prepares them for a successful career in the industry.

If you are studying on the BA (Hons) Events Management with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year.

Special features

- A focus on the management of Events Based Organisations which will provide the knowledge and skills you will need as a manager. This includes the management of people, resources and business activities
- Delivery within a Business School environment
- Use of 'real life' (live) projects in assessments giving you practical application of the theory into real events scenarios
- Throughout the course there is regular opportunity to engage with a range of practising events managers and, organisations
- Opportunity to study abroad without extending the length of your degree
- A 'Year in Industry' (sandwich year) for those on the with placement variant
- Opportunity to compete in business simulation competitions
- Opportunity to qualify as a Microsoft Office Specialist

- Systematic development of employability skills through a Continuing Professional Development framework (Success Lab)

Admissions criteria

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The aims of the programme are to:

1. prepare you for a career in a rapidly changing events industry with the skills needed to adapt and develop as this environment changes and develops
2. Enable you to be a graduate who is able to improve the quality of management decision-making, leadership and business practice within the events industry

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

Knowledge and understanding

- 4.1 Describe and explain a range of relevant concepts, theories and models to the solution of problems within the events industry
- 4.2 Describe and identify decisions in a variety of events contexts

Cognitive and thinking skills

- 4.3 Demonstrate a range of academic and intellectual skills relevant to Level Four study including, information-gathering, analysis and problem identification

Practical/professional skills

- 4.4 Exhibit skills in relation to communication, organisation and working with others
- 4.5 Demonstrate the use of research skills to gather information

Key Transferable Skills

- 4.6 Demonstrate own learning with guided support to explore a wide variety of learning sources and opportunities

Level 5

Knowledge and understanding

- 5.1 Compare and contrast a range of relevant concepts, theories and models to the solution of problems within events industry
- 5.2 Analyse and discuss tactical decisions in a variety of events contexts

Cognitive and thinking skills

- 5.3 Apply a range of academic and intellectual skills relevant to Level Five study including, information-gathering, problem-solving, analysis, and evaluation

Practical/professional skills

- 5.4 Exhibit skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds
- 5.5 Demonstrate the use of research and enquiry to further their understanding

Key transferable skills

- 5.6 Show independence in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities

Level 6

Knowledge and understanding

- 6.1 Apply a range of relevant concepts, theories and models to the solution of problems within events
- 6.2 Synthesise and evaluate strategic and tactical decisions in an events contexts
- 6.3 Critically evaluate events management thinking through an extended piece of research

Cognitive and thinking skills

- 6.4 Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid management decision-making

Practical/professional skills

- 6.5 Exhibit the achievement of skills in relation to communication, organisation and working with others in a professional manner
- 6.6 Conduct research and enquiry to further your understanding and to inform events and experience management decision-making

Key transferable skills

- 6.7 Manage your own learning to explore a wide variety of learning sources and opportunities

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take C or O	non-compensatable or compensatable NC or X
BMB4001M	4	1	Practising Responsible Business Behaviours	20	C	X
BMM4001M	4	1	Principles of Marketing	20	C	X
BME4001M	4	1	The Global Events Industry	20	C	X
BMD4002M	4	2	Business Analytics and the Block Chain	20	C	X
BME4002M	4	2	Event Planning and Development	20	C	X
BMB4006M	4	2	Financial Concepts and Planning	20	C	X
For students taking the 'with placement' programme						
BMB5002M	5	1	Managing People in Service Industries	20	C	X
BMM5002M	5	1	Marketing through Digital Activity	20	C	X
BME5002M	5	1	Events Tourism	20	C	X
BME5001M	5	2	Managing Events	20	C	X
BMR5002M	5	2	Research Methods for Service Industries	20	C	X
BMW5003M	5	2	Career Development and Employability	20	O	X
BMW5004M	5	2	Entrepreneurship and Business Development	20	O	X
BMB5009P	5P	Y	Placement Year	0	C	NC
BMR6001M	6	1&2	Research Investigation	40	C	NC

BMB6003M	6	1	Strategic Decisions for Sports and Events Business	20	C	X
BMB6004M	6	1	Leadership in Context	20	C	X
BME6001M	6	2	Event Legacy and Impact	20	C	X
BMS6002M	6	2	Strategic Events Sponsorship	20	C	X

Continuing professional development

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events under the guise of 'Success Lab' which will help you to progress through the course and into the job market and provide the work-based skills employers require.

Success Lab, a three-year programme that runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will attend events and short courses that are offered in addition to your degree. We will offer you additional qualifications and experience in areas that are important for employers such as public speaking, Sage accounting and copywriting.

You will be offered the chance to attend exhibitions and make visits, to take part in our leadership and management programme and to attend a series of inspiring lectures with executive speakers. In the past we have hosted CEOs and Chief Executives from Pandora, Royal Mail, ASDA and Welcome to Yorkshire among others.

Study abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad² as part of your studies during your second year.

Learning, teaching and assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example, in Level 4 you will undertake case based learning (*Practising Responsible Business Behaviours*) in which we use case studies to develop your business knowledge and the decision making process you may require as a manager. At Level 5 (for example) there will be evidence of practice based learning (*Managing People in Service Industries*) in which you will be expected to engage in practical based activities as you develop your skills in managing people, while also developing skills in managing projects (*Research Methods for Service Industries*). Finally, at Level 6 you will demonstrate your skills through practice and enquiry-based learning giving you the opportunity to develop creative and innovative solutions to problems through *Strategic Decisions for Sports and Events Business*, and *Leadership in Context*.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

² If you are taking the placement award you are only eligible for one semester abroad.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Events and Experience Management.

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

Progression and graduation requirements

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

The exit award of BA Ordinary is not available to students entering at Level 6.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised: June 2019

Programme originally approved: July 2019