

## Programme Specification

### Award and title:

### BA (Hons) Events and Experience Management

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

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| <i>School:</i>                                                                                                                               | York Business School                                                                                                                                                                                                                                                                                                         |
| <i>Subject area:</i>                                                                                                                         | Business Management                                                                                                                                                                                                                                                                                                          |
| <i>Entry from academic year:</i>                                                                                                             | 2027-28                                                                                                                                                                                                                                                                                                                      |
| <i>in the month(s) of</i>                                                                                                                    | September                                                                                                                                                                                                                                                                                                                    |
| <i>Awarding institution:</i>                                                                                                                 | York St John University                                                                                                                                                                                                                                                                                                      |
| <i>Teaching institution:</i>                                                                                                                 | York St John University                                                                                                                                                                                                                                                                                                      |
| <i>Delivery location:</i>                                                                                                                    | Lord Mayor's Walk                                                                                                                                                                                                                                                                                                            |
| <i>Programme/s accredited by:</i>                                                                                                            |                                                                                                                                                                                                                                                                                                                              |
| <i>Exit awards:</i>                                                                                                                          | Certificate of Higher Education Events and Experience Management<br>Diploma of Higher Education Events and Experience Management<br>Diploma of Higher Education Events and Experience Management (with placement)<br>BA (Ord) Events and Experience Management<br>BA (Ord) Events and Experience Management (with placement) |
| <i>UCAS code / GTTR / other:</i>                                                                                                             |                                                                                                                                                                                                                                                                                                                              |
| <i>Joint Honours combinations:</i>                                                                                                           | Not applicable                                                                                                                                                                                                                                                                                                               |
| <i>QAA subject benchmark statement(s):</i>                                                                                                   | Events, Hospitality, Leisure, Sport and Tourism ( <a href="#">2019</a> )<br>Business and Management ( <a href="#">2023</a> )                                                                                                                                                                                                 |
| <i>Mode/s of study:</i>                                                                                                                      | Non-standard period of study as follows:<br>Full time - 3 Years<br>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>Opt-in YSJU Placement Year opportunity:</i>                                                                                               | Yes                                                                                                                                                                                                                                                                                                                          |
| <i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i> | No                                                                                                                                                                                                                                                                                                                           |

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## Introduction and special features

In today's dynamic and competitive business landscape, innovation is key, especially within the Events Industry. The BA (Hons) Events and Experience Management programme at York Business School is designed to equip you with a profound understanding of event management.

Embarking on this degree is a fantastic opportunity to shape your career, whether you aspire to launch your own business, join a large corporation, or work within the public or not-for-profit sectors. You'll gain invaluable insights into business operations and how effective event management can drive success.

Teamwork is at the heart of events, and our programme will help you hone your skills as a team player, collaborator, and future manager. You'll specialise in event planning and organisation across various fields, developing the expertise needed for a managerial role.

Our programme prepares students to serve society and protect our planet through their work in organisations. Grounded in sustainable development principles, we believe everyone has the right to live with dignity and meet their needs without compromising future generations. Responsible management education aims to develop leaders who help organisations create inclusive prosperity while promoting freedom, justice, and peace within resilient ecosystems.

Our BA (Hons) Events and Experience Management programme is aligned with the University's Work-Related Experiential Learning (WREL) strategy at every level of study. WREL embeds the key employability skills in assessments by working directly with business leaders in issues impacting their firms. You will apply your course theory to practical examples by analysing and evaluating real-world issues. The involvement of industry professionals will support you to become a skilled, self-directed and reflective individual as you explore your career ambitions.

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 corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

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

### **Special Features:**

- Outings and trips to experience events at first hand
- A range of assessment types including things such as portfolios of experience, designing events and even being involved in the delivery of these.
- Live, work-related activities and/or assessments so that you can apply the theories you have learnt to real world challenges
- An opportunity to take a year in Industry for those on the "with placement" variant
- The chance to study abroad for one or two semesters at level 5 without extending the length of your degree programme.
- The opportunity to qualify as a Microsoft Office Specialist across the suite of Microsoft Office programmes.
- Excellent personal and academic support from your academic tutor throughout the programme.

### **Admissions criteria**

You must meet the minimum entry requirements which are published on the programme specific webpage.

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.yorks.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 programmes are to:

1. Equip you for a career in the Events and Experience Management Industry by developing the essential skills required to design, deliver and evaluate excellent events and customer experiences.
2. Empower you to become a graduate capable of enhancing the quality of events and experiences
3. Develop your ability to implement ethical, socially responsible, events and experiences that positively impact communities, societies, cultures and the environment while driving industry success

## Programme learning outcomes

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

### Level 4

- 4.1 Describe and explain** a variety of key concepts, theories, models, and technological aspects to address challenges within the events industry.
- 4.2 Identify and describe** decision-making processes in diverse event contexts, including sustainability.
- 4.3 Demonstrate** a range of academic and intellectual skills, including information-gathering, analysis, and problem identification.
- 4.4 Develop** effective communication, organisation, and teamwork skills.
- 4.5 Improve** research skills to gather and interpret information.
- 4.6 Engage** in self-directed learning with guided support, exploring a wide range of learning sources and opportunities.
- 4.7 Enhance** employability skills through practical experience and professional development.

### Level 5

- 5.1 Compare and contrast** various relevant concepts, theories, and models to solve problems within the events industry, with a focus on organising and planning.
- 5.2 Analyse and discuss** tactical decisions in contemporary issues in events and festivals, including sustainability.
- 5.3 Apply a range** of academic and intellectual skills, including creative, strategic, and reflective thinking, information-gathering, problem-solving, critical analysis, and self-evaluation.
- 5.4 Develop** skills in global and intercultural event management, particularly in communication, organisation, and collaboration with diverse organisational and national cultures.
- 5.5 Use** research and enquiry to enhance understanding in event design, sensory experience, and staging live experiences.
- 5.6 Enhance** skills in communication, team collaboration, participant satisfaction, conflict resolution, time management, and self-reflection.
- 5.7 Improve** employability through internships, industry projects, and networking opportunities.

## **Placement variant**

**PPLO 1 Demonstrate** sustained professional behaviour in a workplace environment.

**PPLO 2 Recognise** the links between practice and theories relevant to your area of study

## **Level 6**

- 6.1 Apply** a range of relevant concepts, theories, and models to solve complex problems within the events industry.
- 6.2 Synthesise** and evaluate strategic and tactical decisions in an events context, including event policy, politics, partnerships, and sustainability.
- 6.3 Demonstrate** the ability to apply a range of academic and intellectual skills, including information-gathering, problem-solving (incorporating creativity and innovation), and the ability to critically analyse, synthesise, and evaluate information and data to support management decision-making.
- 6.4 Exhibit** professional skills in communication, organisation, and teamwork. Take proactive steps in designing your events career.
- 6.5 Critically** evaluate research to deepen understanding and inform decision-making in events and experience management, including sustainable event management and social justice.
- 6.6 Manage** your own learning to explore a wide variety of learning sources and opportunities, while developing advanced skills in communication, team collaboration, participant satisfaction, conflict resolution, time management, and self-reflection.
- 6.7 Advance** employability through leadership roles, professional certifications, and career planning.

## Programme structure

| Code                                                              | Level | Semester | Title                                                 |    | Module status                  |                                         |
|-------------------------------------------------------------------|-------|----------|-------------------------------------------------------|----|--------------------------------|-----------------------------------------|
|                                                                   |       |          |                                                       |    | Compulsory (C) or optional (O) | Non-Compensable (NC) or Compensable (X) |
| BMB4010M                                                          | 4     | 1        | Responsible Business                                  | 20 | C                              | X                                       |
| BMM4012M                                                          | 4     | 1        | Principles of Marketing                               | 20 | C                              | X                                       |
| BMV4000M                                                          | 4     | 1        | Skills for Events Managers                            | 20 | C                              | X                                       |
| BME4008M                                                          | 4     | 2        | Financial Concepts and Planning                       | 20 | C                              | X                                       |
| BMV4001M                                                          | 4     | 2        | Foundations of Event Management and Industry Dynamics | 20 | C                              | X                                       |
| BMV4002M                                                          | 4     | 2        | Technology and Innovation in Events                   | 20 | C                              | X                                       |
|                                                                   |       |          |                                                       |    |                                |                                         |
| BMV5000M                                                          | 5     | 1        | Global and Intercultural Event Management             | 20 | C                              | X                                       |
| BMV5001M                                                          | 5     | 1        | Event Design, Sensory Experience, and Staging         | 20 | C                              | X                                       |
| Select 1 module (20 credits) from the following optional modules: |       |          |                                                       |    |                                |                                         |
| BMM5013M                                                          | 5     | 1        | Digital Marketing for Performance and Growth          | 20 | O                              | X                                       |
| BMT5006M                                                          | 5     | 1        | Marketing and Managing Destination Experiences        | 20 | O                              | X                                       |
|                                                                   |       |          |                                                       |    |                                |                                         |
| BMR5004M                                                          | 5     | 2        | Business Research Methods                             | 20 | C                              | X                                       |
| BMW5005M                                                          | 5     | 2        | The Business Lab: Real-World Consulting in Action     | 20 | C                              | X                                       |
| BMV5002M                                                          | 5     | 2        | Contemporary Issues in Events & Festivals             | 20 | C                              | X                                       |
| For students taking the 'with Placement' Programme                |       |          |                                                       |    |                                |                                         |
| BMP5007P                                                          | 5P    | Y        | Placement Year                                        | 0  | C                              | NC                                      |
|                                                                   |       |          |                                                       |    |                                |                                         |
| BMR6008M                                                          | 6     | 1&2      | Research Investigation                                | 40 | C                              | NC                                      |
| BMV6000M                                                          | 6     | 1        | Designing Your Events Career                          | 20 | C                              | X                                       |
| BMV6001M                                                          | 6     | 1        | Event Policy, Politics, and Partnerships              | 20 | C                              | X                                       |
| BMV6002M                                                          | 6     | 2        | Sustainable Event Management and Social Justice       | 20 | C                              | X                                       |
| BMV6003M                                                          | 6     | 2        | Consumer Psychology and Event Experience              | 20 | C                              | X                                       |

Please note that not all options may be available every year as they depend on student demand and staff availability.

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 40) in order to progress.

**Learning, Teaching, and Assessment:** Throughout the programme, you will engage with a variety of teaching and learning strategies designed to enhance your understanding and skills in event management.

#### **Level 4**

At Level 4, you will be introduced to the fundamentals of event management, focusing on essential skills and industry dynamics. This level aims to provide you with a solid foundation in the basics of organising events, ensuring you understand the key principles and practices that underpin successful event management. You will explore various aspects of event planning, including budgeting, scheduling, and logistics. Additionally, you will learn about the importance of effective communication and teamwork in delivering successful events. The role of technology and innovation in event planning will also be covered, highlighting how modern tools and techniques can enhance the planning and execution of events. By the end of Level 4, you should have a comprehensive understanding of the essential elements of event management and be well-prepared to tackle more advanced topics in subsequent levels.

#### **Level 5**

In Level 5, the emphasis shifts to a global perspective, examining intercultural event management and the sensory aspects of event design. This level encourages you to think more broadly about the impact of cultural differences on event planning and to consider the latest trends and challenges facing the industry today. You will explore how to create inclusive and engaging events that cater to diverse audiences, taking into account factors such as cultural sensitivities and preferences. Additionally, you will delve into the sensory aspects of event design, learning how to create immersive experiences that captivate attendees. Contemporary issues in the events and festivals sector will also be addressed, providing you with insights into the current landscape of the industry. By the end of Level 5, you should have a deeper understanding of the complexities of global event management and be equipped with the skills to design and deliver memorable events.

#### **Year in industry – also known as placement year**

If you have chosen BA (Hons) Events and Experience Management but later decide that you would like to do a placement, you can do this by choosing the University's opt in placement year to run between level 5 and 6.

A placement year will help you to gain valuable experience in real employment. York St John University will provide you with support to help source a placement which meets your career aspirations; however, it is your responsibility to secure your own placement. Support will be available through central University services such as the Careers and Employability Team. Students who undertake the year in industry often return for level 6 more focused on their studies and deemed more job ready by employers. You will be prepared for your placement year through activities throughout level 5, which will assist you in making preparations for applying for and undertaking a placement. This will include CV and cover letter writing, as well as interview skills. You will work with the central University services with the support of an academic tutor to identify

placement opportunities. On achieving a year in industry placement, you will need to liaise with the careers and placements team to enable checks around insurance to take place before starting the placement. You will be expected to demonstrate your achievement while on placement through a reflective poster which explores the interconnectivity of university learning and learning in the workplace. In order to undertake a year in industry placement you will need to have achieved the minimum requirements for progression at level 5 and will also have to satisfy the following criteria:

- You must have no outstanding modules from level 4 or 5.
- You must demonstrate a good level of professionalism in your academic conduct within the university, to the point where your course lead is willing to agree your suitability for the proposed placement.

During the year in industry placement, you will be allocated a mentor from within the University, who will monitor your progress throughout the placement. This may include MS Teams/email conversations. You will have a minimum of one field visit which will include a conversation with the employer. There will also be three keeping in touch (KIT) days based on campus where you will be able to meet up with other on placement students, reconnect with friends on campus, and have some sessions about managing your placement and transition back into university life. (NB if your placement is abroad you will be able to join through virtual means).

## **Level 6**

Finally, at Level 6, you will prepare for your career by studying event policy, politics, and partnerships. This level is designed to equip you with the advanced knowledge and skills needed to navigate the complexities of the event management industry and to succeed in your future career. You will explore the role of government and regulatory bodies in shaping event policies and the importance of building strong partnerships with stakeholders. Additionally, you will delve into sustainable event management, learning how to plan and execute events that minimise environmental impact and promote social responsibility. The psychology of consumer behaviour in events will also be covered, providing you with insights into what drives attendee engagement and satisfaction. By the end of Level 6, you should be well-prepared to enter the job market with a comprehensive understanding of the strategic and operational aspects of event management.

**Assessment Methods:** You will take part in different types of assessments, such as written assignments, portfolios, workshops, artefacts, live events, individual and group presentations, and practical activities. These varied assessments are important for several reasons.

Firstly, they suit different learning styles, allowing all students to show their understanding and skills in the best way for them. Some students might do well in written assignments, while others might excel in practical activities or presentations. In the group assessments at level 4 receive a group mark, whereas at levels 5 and 6, each group member is awarded an individual mark.

Secondly, these assessments help develop a wide range of skills. Written assignments improve research and writing abilities, portfolios encourage reflection, and workshops and practical activities build hands-on skills and teamwork. Live events and presentations boost confidence and public speaking skills, which are

important for the workplace.

Lastly, varied assessments prepare students for real-world situations where they need to adapt to different tasks and challenges. By experiencing different types of assessments, students become more versatile and ready for diverse professional environments. Overall, these assessments not only promote learning and skill development but also ensure students are well-prepared for their future careers.

**Formative Assessment and Feedback:** You will have several opportunities for formative assessment and feedback before you submit your work. This means you can receive detailed feedback on your assessments to help you improve continuously. Formative assessment is important because it allows you to understand what you are doing well and where you need to make improvements. This ongoing feedback helps ensure that you are always learning and growing.

Additionally, you will receive guidance on how to develop your skills further, conduct more research, and enhance your business and practice knowledge. This guidance is crucial as it helps you build a strong foundation in your field and prepares you for future challenges.

Formative assessments and feedback are designed to support your learning journey. They provide a safe space for you to experiment, make mistakes, and learn from them without the pressure of final grades. This process encourages a growth mindset, where you see challenges as opportunities to improve rather than obstacles.

Overall, formative assessment and feedback play a key role in your education. They help you become more self-aware, develop critical thinking skills, and build confidence in your abilities. By taking advantage of these opportunities, you can ensure that you are well-prepared for your future career.

**Study Support:** Study support, including academic writing and research skills, will be available to enhance your employability and career development in Events and Experience Management.

**Graduate Skills:** As a graduate, you will need to demonstrate both industry-specific and transferable skills to secure employment. York Business School aims to develop your communication, problem-solving, and teamwork skills through various teaching, learning, and assessment activities.

By engaging fully with these opportunities, you will be well-equipped to enter the competitive job market with confidence and competence. Embrace these experiences to not only enhance your academic journey but also to build a robust foundation for your future career.

## **Progression and graduation requirements**

The University's [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-compensable.

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, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [Freedom of Speech Code of Practice](#)
- [The University's Approach to Dignity and Respect](#)

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*Date written / revised: February 2025*

*Programme originally approved:*