

Business and Event Management

BA (Hons)

First Year (Level 4)

Semester A	Accounting for Managers	Economics for Business	The Global Event Industry	Study and Research Skills for the Event Industry
Semester B	Media Design for Event Management	HR Management for the Tourism and Event Industry	Quantitative Methods for Business	Principles of Marketing

Second Year (Level 5)

Semester A	Career Planning in the Event Industry	Exploring Business Ethics	Risk Management and Security for Events	Principles of Operations Management
Semester B	Event Planning and Community Engagement	Project Planning and Control	Enterprise	Impacts of Events and Festivals or International Field Trip

Placement Year (Optional)

12-month work placement or two semesters study abroad or one semester study abroad and 6-month work placement. Placement companies might typically include: FDM Group Ltd, The Walt Disney Company Ltd, Hays Recruitment, Enterprise Rent-A-Car and Lee Valley Regional Authority.

Final Year (Level 6)

Semester A	Business and Commercial Awareness	Sporting Events and Sports Tourism	Policy, Politics and Events	Leadership and Organisations
Semester B	Business Tourism and Events	Contemporary Research Themes in Event Studies	Digital Economy	Business Strategy