

Event Management and Tourism

BA (Hons)

First Year (Level 4)

Semester A	The Global Event Industry	The Tourism Industry Framework	Hospitality Operations Management	Study and Research Skills for the Event Industry
Semester B	Global Tourism Geography	Principles of Tourism and Event Marketing	Media Design for Event Management	Data Analysis for Tourism and Event Management

Second Year (Level 5)

Semester A	Career Planning in the Tourism Industry	Social and Cultural Impacts of Tourism	Enterprise and Technology for Tourism and Events	Risk Management and Security for Events
Semester B	Event Planning and Community Engagement	Impacts of Events and Festivals	Tourism Passenger Transport	Destination Marketing Research 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: Royal Society of Medicine, Wendy Wu Tours Ltd, Best Western, Great Ormond Street Hospital and FIRST Agency.

Final Year (Level 6)

Semester A	Policy, Politics and Events	Strategic Business Management for Tourism and Events	Tourism Planning	Sporting Events and Sports Tourism
Semester B	Business Tourism and Events	Destination and Visitor Attraction Management	Contemporary Research Themes in Event Studies	Aviation and Airlines