

# Event Management

## BA (Hons)

### First Year (Level 4)

Semester A	The Global Event Industry	Study and Research Skills for the Event Industry	Hospitality Operations Management	Economics for the Tourism and Event Industry <b>or</b> Language
Semester B	Media Design for Event Management	Principles of Tourism and Event Marketing	Data Analysis for Tourism and Event Management	HR Management for the Tourism and Event Industry <b>or</b> Language

### Second Year (Level 5)

Semester A	Career Planning in the Event Industry	Risk Management and Security for Events	Enterprise and Technology for Tourism and Events	Law for the Tourism and Event Industry <b>or</b> Language
Semester B	Impacts of Events and Festivals	Event Planning and Community Engagement	Option from list	Option from list <b>or</b> Language

### Optional Modules

Management Accounting for Tourism and Events
International Field Trip
Event Marketing, Sponsorship and PR

### 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: British Fashion Council, Telegraph Media Group, Macmillan Cancer Support, Accomplished Events and Bluehat Group

### Final Year (Level 6)

Semester A	Policy, Politics and Events	Strategic Business Management for Tourism and Events	Dissertation – Event Management (including Research Methods) or Live Event Project	Sporting Events and Sports Tourism <b>or</b> Language
Semester B	Contemporary Research Themes in Event Studies	Business Tourism and Events		Destination and Visitor Attraction Management <b>or</b> Language

We offer five different languages – French, German, Spanish, Mandarin Chinese and Japanese – all with the option of starting at beginners' level. Students who take a language throughout their degree graduate with an award title which reflects the language studied, e.g BA (Hons) Event Management with Spanish