

PROGRAMME SPECIFICATION

Programme Title: BSc (Hons) Events and Entertainment Management

Partner Institution: GSM London

Start Date: October 2015

First Date of Award: 2017

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PROGRAMME SPECIFICATION

This Programme Specification should contain no information referring to individual members of staff as it will be employed as a public document.

PS1. Programme Details

Awarding Institution:	Plymouth University
Teaching Institution:	GSM London
Accrediting Body:	N/A
Language of Study:	English
Mode of Study:	Standard (3 Years) / Accelerated (2 Years) Extended Standard (4 Years)/ Extended Accelerated (3 Years) Part-time Standard (4 Years)/ Part-time Extended (5 Years 1 Semester) <i>(See Appendix: Programme Structure by Delivery Mode)</i>
Final Award:	BSc (Hon.) Events and Entertainment Management
Intermediate Award:	CertHE 120 credits; DipHE 240 credits; Ordinary degree 320 credits
Programme Title:	BSc (Hons) Events and Entertainment Management
UCAS Code:	2 Year –NV20 3 Year –N820 2 Year (Extended) - NW20 3 Year (Extended) – N821
JACS Code:	N820
Benchmarks:	QAA Framework for Higher Education Qualifications in England, Wales QAA Subject Benchmarks: Hospitality, Leisure, Sport and Tourism QAA Code of Practice for the assurance of academic quality and standards in Higher Education SEEC 2010
Date of Programme Approval:	14/01/2015

PS2. Brief Description of the Programme

The following is a description of the programme that clarifies both its position within the delivering institution and Plymouth University's portfolio. This material/ may be used for promotion of the programme and the text should be approximately 200-250 words.

The BSc (Hons) Events and Entertainment Management programme provides the theoretical knowledge and practical skills necessary to develop students' competencies within the Events and Entertainment Management sector. During the programme, students' knowledge and skills are evaluated through a range of innovative assessment methods, including interactive and practical applications of skills within the events and entertainment management context. At stage one, students will focus on the principles and fundamentals of events and entertainment management and will be given the opportunity to define the role of managers within organisations in the Events and Entertainment sector. At stage two, students focus on using their knowledge of events and entertainment management to build their skills capacity, and to model the required behaviour of professional managers. At stage three, students critically analyse and evaluate the effectiveness of various models of events and entertainment management practice that contribute to driving organisational performance. Graduates of the programme emerge with a well-rounded view of events and entertainment management practice which will enable them to confidently increase their employability within industry.

PS3. Details of Accreditation by a Professional/Statutory Body (if appropriate)

Full details of professional qualifications/accreditation by professional/statutory bodies are available at:

<http://www.gsm.org.uk/undergraduate/professional-qualifications>

PS4. Exceptions to Plymouth University Regulations

Plymouth University have approved an exemption to the regulations enabling GSM London to utilise a 15/30 credit structure.

PS5. Programme Aims

The programme will deliver:¹

- A1. A critical understanding of the principles underpinning events and entertainment management.
- A2. An appreciation of events and entertainment management practice and its contribution in driving organisational performance.
- A3. Practical application of events and entertainment management skills both general and specific and appreciation of their transferability across all sectors.
- A4. Individual confidence and competencies within events and entertainment management and fostering of professional approaches.
- A5. A higher education experience to equip students for a range of careers.

PS6. Programme Intended Learning Outcomes (ILO)

By the end of this programme the student will be able to:⁵

Knowledge and understanding:

- K1: Demonstrate knowledge and understanding of the events and entertainment management industry, concepts, ideologies, and event terminology.
- K2: Employ events and entertainment management models, principles and practices applicable to the study of events and entertainment operations.
- K3: Apply a range of tools, techniques and creativity to solve problems through qualitative and quantitative data relevant to the study of the events and entertainment management industry.
- K4: Evaluate the importance of business management theory within the events and entertainment management industry.

Cognitive and Intellectual Skills:

- C1: Identify and explore political, economic, social and technological issues that affect the events and entertainment management industry.
- C2: Evaluate data and information which has been found from different sources whilst adopting an enquiring and reflective approach to study with an international outlook.

¹ Recommended: 5-7 number-bulleted

- C3: Explore the different issues an events organisation could have whilst using statistical methods and techniques to formulate a solution.
- C4: Deploy a high level of analysis and critical judgment to assess the reliability and validity of theory and evidence.
- C5: Apply study skills necessary to successful learning.

Practical:

- P1: Use a variety of methods to communicate ideas, principles and theories effectively.
- P2: Participate in solving problems that can occur in the events industry.
- P3: Select and use appropriate technologies.
- P4: Work effectively both as an individual and within a group through the development of appropriate key skills.
- P5: Develop the qualities and transferable skills necessary for decision-making in complex and unpredictable contexts of a professional or equivalent nature.

Transferable Skills:

- T1: Demonstrate the ability to plan a schedule and manage time effectively.
- T2: Use a range of interpersonal skills and apply them when interacting with peers and staff.
- T3: Use the resources available to identify and retrieve appropriate sources and data.
- T4: Discuss the theories, principles and techniques applicable to general and strategic management functions within the events and entertainment management sector.
- T5: Evaluate information from a variety of sources.

Employment:

- E4.0 Demonstrate possession of the skills required for graduate employment in the areas of business management including the use of initiative, complex decision making, and the ability to recognise the need for further professional development.
- E4.1 Identify the career specialism that reflects their interests and abilities.
- E4.2 Understand careers pathways and the professional expectations of the behaviour required to achieve these.

PS7. Distinctive Features

The following provides a definitive and approved list of elements that may be used to both conceptualise and promote the market position of this programme:²

- The programme will be flexibly delivered and provides the following distinct modes of study: Standard (3 Years); Accelerated (2 Years); Extended Standard (4 Years); Extended Accelerated (3 Years); Part-time Standard (4 Years); Part-time Extended (5 Years 1 Semester) (See Appendix: Programme Structure by Delivery Module.)
- The BSc (Hons) in Events and Entertainment Management programme is delivered over two calendar years will attract an international student base, including mature students, some of whom have extensive work experience. These students share their personal and practical understanding of events and entertainment management in discussions.
- A two-year degree will appeal to students who wish to take a placement year as they will gain relevant work experience and still be able to complete their studies in three years.
- The three-academic-year format is expected to attract a younger demographic who might favour a programme with a longer break between academic years. GSM London is looking to attract young, London-based students who aspire to engage with the events industry as a career. Both two-and three-year programme structures are identical in content.
- The programme includes visits to events relating to the events and entertainment management industry. Projects provide students with practical experience of running an event or entertainment activity. Students are also able to deliver consultancy services related to event design on layouts and other relevant topics within the events and entertainment management sector (See Appendix).
- The extended format can be undertaken over four calendar years. Candidates who do not meet the standard entry requirements but have other qualifications which may be comparable or equivalent will be considered on their own merit.
- The part-time format facilitates study alongside other commitments, and skills and knowledge can be developed simultaneously. The Part-time mode can be either day-release or evening.
- The programme provides, enhances and develops knowledge of the organisation and structure of business, the interaction of the latter with the environment and the policies and strategies of management and business problem-solving. Students are therefore equipped with the knowledge and skills expected at undergraduate level.
- This programme provides students with a wealth of practical experience regarding events and entertainment management. Guest speakers related to the sector will deliver lectures throughout the different levels.

² Recommended: “bullet points” to assist promotional use

- The programme features a number of shared modules (from Level 4 through to Level 6) with a focus on skills acquisition and emerging themes within the sector. Through these modules students become equipped with the skills required in order to become employable in their chosen field. (See Appendix: Skills Modules)
- The project modules on the programme offer students an innovative approach to practical learning and reflection where these will be expected to undertake a project (see appendix) or work-based learning activities focusing on one of many areas specific to the events and entertainment industry.
- Supporting our students to develop distinctive GSM London Graduate Attributes valued by employers (employability and professionalism; enterprise and innovation; critical thinking and scholarship; global citizenship and social responsibility) is an important feature of the student experience. These dimensions shape the design, content and delivery of the programmes and the extra-curricular portfolio on offer. Students are encouraged and supported to evidence and articulate their acquisition of these attributes.
- Guest speakers and workshops will be a regular feature of the programme. Included within these will be significant curricular activities such as fieldtrips, networking and opportunities for voluntary work to gain valuable experience

PS8. Student Numbers

The following provides information that should act as a guide to assure the quality of the student experience, progression opportunities, and staff and resource planning:

Approximate minimum student numbers per stage = 15

Target student numbers per stage =200

Approximate maximum student numbers per stage = No maximum provided at this point in time because additional numbers over target will be monitored over the recruitment cycle to ensure that student numbers can be managed.

PS9. Progression Route(s)

There are GSM London Masters level programmes which students can progress onto, please see the programme team for more details.

PS10. Admissions Criteria

Qualification(s) Required for Entry to this Programme:	Details:
<p>Level 2:</p> <p>-</p> <p>-</p>	<p>Level 2 qualifications are not suitable for entry onto the Bachelor degree programmes. However, applicants for entry onto the extended degree options are considered for entry with a qualification at Level 2: Please see the Bachelors' Extended Degree Programme Specification for further details.</p>
<p>Level 3: at least one of the following:</p> <p>-</p> <p>-</p>	<p><u>These are requirements for entry onto the Bachelor degrees only (excluding the extended degrees i.e. Year 0 entry)</u></p> <p>An applicant must normally be 18 years of age at the start of the programme and as a minimum must have obtained:</p> <ul style="list-style-type: none"> • 2 A Level passes (A-E/ minimum of 80 UCAS Tariff points) or successfully achieved 120 credits on the GSM London's Year 0 programme or equivalent <p><i>We accept overseas qualification's equivalent to those mentioned above. For further information contact your local British Council office or GSM London's International Advisors (+44 [0]208 5167 800 admissions@gsm.org.uk)</i></p> <ul style="list-style-type: none"> • If English is not the applicants first language, proof of fluency through IELTS (minimum score 6.0 for degree programmes) or another accepted system must be provided. <p>Other qualifications may be considered (subject to approval by Plymouth University):</p> <ul style="list-style-type: none"> • Advanced Level Diploma:

- - - - - -	<ul style="list-style-type: none"> • BTEC National Certificate/Diploma: • HNC/D: • VDA: AGNVQ, AVCE, AVS: • Access to HE or Year 0 provision: • International Baccalaureate: • Irish / Scottish Highers / Advanced Highers:
Work Experience:	Applications from candidates who lack the normal course entry requirements are positively encouraged. In such cases, the Admissions Tutors must be satisfied that the applicant has the necessary potential, knowledge or experience and motivation to follow the course successfully. Candidates with non-standard qualifications will be invited to attend for interview.
Other non-standard awards or experiences:	Other non-standard awards or experiences are welcomed and these are assessed on an individual basis. Such awards could be other HE level awards. Where required, an interview may be necessary.
APEL / APCL³ possibilities:	<p><u>Accreditation of prior learning</u></p> <p>Partial exemptions from an undergraduate programme may be obtained in accordance with the Academic Regulations dependent on the compatibility of previous study. Each case is considered on its own merit and will be, subject to the approval by Plymouth University.</p> <p>You may be required to provide an academic reference and/or personal statement.</p> <p>We will not normally consider APL's older than 3 years unless the applicant has a recent experiential learning that is directly related to the APL.</p>
Interview / Portfolio requirements:	Interview(s) may be required by the admissions tutor.
Independent Safeguarding Agency (ISA) / Criminal Record Bureau (CRB) clearance required:	No

³ Accredited Prior Experiential Learning and Accredited Prior Certificated Learning

PS11. Academic Standards and Quality Enhancement

The programme will follow Plymouth University's current annual monitoring process for partnership programmes to complete evaluation of and planning for maintaining and improving quality and standards.

Elements of this process include engaging with stakeholders. For this definitive document it is important to define:

Subject External Examiner(s):

The programme will have an external examiner who will provide a strategic overview of both the academic, practical and research elements of the programme. In addition, specialist external examiners will provide an oversight of specific modules. However, modules which fall under the management of another programme will be externally examined by examiners appointed to that programme and therefore will appear in the relevant programme specification. A full list of modules and department owners is available in the Operational Specification. Modules are grouped as below but are subject to change:

Employability Skills	Events and Entertainment Operations
Project/Placement Design and Implementation	Events Production
Evaluation and Reflection	International Events Management
Emerging Themes	Hospitality and Venue Management
Capstone Project	
Research Methods	
Research and the Professional	

Additional stakeholders specific to this programme:

The following additional stakeholders are vital to the successful delivery of this programme:

Students: Engagement through programme committee meetings, student liaison meetings, module evaluation questionnaires, students' perception questionnaires, and discussion forums.

Employers: Engagement through dialogue and consultation to facilitate a curriculum focused on employability, also through participation in employability events.

Graduates: Engagement through the Alumni community.

Academic communities: Engagement through academic partnerships, collaborative research, project.

Professional bodies: Engagement through the mapping of modules to meet professional body requirements, facilitate students' progression routes, and access to professional certification within the programme.

Accrediting bodies: Engagement through quality assurance of the programme, appointment of external examiners, subject assessment panels and award boards, module evaluation questionnaires, students' perception questionnaires, programme monitoring and review, peer view.

PS12. Programme Structure

The following provides the current structure diagram for this programme. It enables both full time and part time routes to be compared within a single diagram as well as any optional modules to be clearly indicated.

FHEQ Level: 4 For: Year 1 BSc (Hons) Events and Entertainment Management				
F/T Route Year ⁴	P/T Route Year	Core or Option Module ⁵	Credits ⁶	Module ⁷
1	1	Core	15	Academic Skills (ACSK4001-F)
1	1	Core	15	Events and Entertainment Planning and Project Management (EPP4022)
1	1	Core	30	Marketing and Communications (MCOM4040)
1	1	Core	15	Events Design (EDES4023)
1	1	Core	15	Stakeholder and Account Management (SAMA4053)
1	2	Core	15	Professional Skills (PRSK4048-F)
1	2	Core	15	Financial Decision Making for Creative Projects and Events (FDMC4027)

⁴ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

⁵ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

⁶ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

⁷ Enter: the module code and title

FHEQ Level: 5 For: Year 2 BSc (Hons) Events and Entertainment Management				
F/T Route Year ⁸	P/T Route Year	Core or Option Module ⁹	Credits ¹⁰	Module ¹¹
2	2	Core	15	Events and Entertainment Operations (EEO5018)
2	2	Core	15	Employability Skills (EMSK5012)
2	2	Core	30	Digital Marketing (DMKT5008)
2	3	Core	30	Project / Placement Design and Implementation (PPDI5039)
2	3	Core	30	Evaluation and Reflection (Work based/Related Learning) (EVRE5017)

FHEQ Level: 6 For: Year 3 BSc (Hons) Events and Entertainment Management				
F/T Route Year ¹²	P/T Route Year	Core or Option Module ¹³	Credits ¹⁴	Module ¹⁵
3	3	Core	15	Emerging Themes (EMTH6013)
3	3	Elective Option A	15	Research and the Professional (RPRO6050)
3	3	Elective Option B	15	Research Methods (RMET6053)
3	4	Core	15	Events Production (EVPR6021)
3	4	Core	15	International Events Management (IEMA6028)
3	4	Elective Any Mix	15	Project and Risk Management (PRMA6049)
3	4	Elective Any Mix	15	Stakeholder and Community Engagement (SCEN6058)

⁸ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

⁹ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

¹⁰ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

¹¹ Enter: the module code and title

¹² Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

¹³ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

¹⁴ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

¹⁵ Enter: the module code and title

3	4	Elective Any Mix	15	Creativity and Innovation (CRIN6009)
3	4	Elective Any Mix	15	Hospitality and Venue Management (HVMA6025)
3	4	Core	30	Capstone Project (Dissertation / Consulting Project / Work-based Learning) (CAPP6004-F)

*See Appendix: Programme Map for run semesters

PS13. Exposition and Mapping of Learning Outcomes, Teaching & Learning and Assessment

Developing graduate attributes and skills, at any level of HE, is dependent on the clarity of strategies and methods for identifying the attributes and skills relevant to the programme and the where and how these are operationalized. The interrelated factors of Teaching, Learning and Assessment and how these are inclusive in nature are fundamentally significant to these strategies and methods, as are where and how these are specifically distributed within the programme.

Ordered by graduate attributes and skills, the following table provides a map of the above plus an exposition to describe and explain the ideas and strategy of each. Therefore, subsequent to the initial completion for approval, maintenance of this table as and when programme structure changes occur is also important:

Level: 4.					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related Core Modules
Knowledge / Understanding: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism					

<p>(2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education.</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Knowledge base: factual and/or conceptual knowledge base with emphasis on the nature of the field of study and appropriate terminology;</p> <p>Ethical issues: awareness of ethical issues in current areas of study and is able to discuss these in relation to personal beliefs and values.</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Formal lectures • Learning based on macro and micro economic case studies • Facilitating the delivery of Professional, Academic and employability skills • Independent research and study <p>¹⁶</p> <p>Secondary/Supplementary:</p> <ul style="list-style-type: none"> • Teaching and learning through web based research and the GSM London's electronic library. 	<p>A1</p>	<p>K1 K2 K3</p>	<ul style="list-style-type: none"> • Formal examinations • Class-based tests and time-constrained activities • Coursework • Practical case study-based assignments • Group presentations • Video submission • Practical events 	<p>Academic Skills, Events Design, Marketing and Communications</p> <p>Events and Entertainment Planning and Project Management, Stakeholder and Account Management, Professional Skills, Financial Decision Making for Creative Projects and Events,</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme:</p>					

¹⁶ List strategy/methods (i.e. lecs, tuts, guided ind study etc)

The programme's focus on practice-research across all the modules ensures that Knowledge and Understanding are embedded in the practical as well as the traditional academic elements of the programme. The assessment strategies focus on practice and research as an integrated submission to ensure the students focus on both themes.

<p>Cognitive and Intellectual Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education.</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Analysis: analyses with guidance using given classifications/principles. Synthesis: collection and categorisation of ideas and information in a predictable and standard format. Evaluation: evaluation of the reliability of data using defined techniques and/or tutor guidance. Application: application of given tools/methods accurately and carefully to a well-defined problem and begin to appreciate the complexity of the issues.</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Projects with strict deadlines • Group presentation • Coursework and assessment feedback <p>Secondary/Supplementary:</p> <ul style="list-style-type: none"> • Practical assessments based events and entertainment planning process 	<p>A2</p>	<p>C1 C2 C3</p>	<ul style="list-style-type: none"> • Assessed presentations (individual and group) • Essays • End of semester examinations • The Events and Entertainment Management Project 	<p>Academic Skills , Events Design, Marketing and Communications</p> <p>Events and Entertainment Planning and Project Management , Stakeholder and Account Management, Professional Skills,</p>
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					Financial Decision Making for Creative Projects and Events,
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme:</p> <p>A key aim of the programme is to equip students with a contemporary awareness as well as the critical skills to adapt to and engage with fast-changing contemporary situations. By embedding and practicing critical intellectual skills, students are encouraged to remain up-to-date as well as critically engaged, developing the sort of informed, critical perspectives industry requires.</p>					
<p>Key Transferable Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education. By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Group working: working effectively with others as a member of a group and meet obligations to others (for example, tutors, peers, and colleagues). Learning resources: working within an appropriate ethos and can use and access a range of learning resources. Self-evaluation: evaluating own strengths and weakness within criteria largely set by others. Management of information: managing</p>	<p>Primary: Practice-research: development of practical event and entertainment management skills.</p> <p>Secondary/Supplementary: Lecture and workshop sessions focused on critical, research and communication skills.</p>	A3	P1 P2 P4 P5 T1 T2 T3	Academic Essay * Practice research project (practical 'object' and written analysis/commentary) * presentation	Academic Skills, Events Design, Marketing and Communications Events and Entertainment Planning and Project Management

<p>information, collect appropriate data from a range of sources and undertake simple research tasks with external guidance. Autonomy: taking responsibility for own learning with appropriate support. Communications: communicating effectively in a format appropriate to the discipline(s) and report practical procedures in a clear and concise manner. Problem solving: application of given tools/methods accurately and carefully to a well-defined problem and begin to appreciate the complexity of the issues in the discipline.</p>					<p>t Stakeholder and Account Management Professional Skills Financial Decision Making for Creative Projects and Events</p>
<p>An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme: The focus on practice-research as well as the dual themes of technology and management ensures that students are developing technical competencies alongside business and communication skills. The assessment strategy of object and commentary and/or presentation ensures students engage with the full range of skills necessary for both academic and professional work.</p>					
<p>Employment Related Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>Framework of Higher Education Qualifications</p> <p>By the end of this level of this programme</p>	<p>Primary:</p>	<p>A3</p>	<p>P2</p>	<ul style="list-style-type: none"> Seminars 	<p>Academic</p>

<p>the students will be able to demonstrate for: A threshold pass: the qualities and transferable skills necessary for employment</p>	<ul style="list-style-type: none"> • Seminars • Tutorials • Interactive group discussions • Case studies <p>Secondary/Supplementary: None</p>	<p>A4 A5</p>	<p>P4 P5 E1 E2 E3 T1 T2 T3</p>	<ul style="list-style-type: none"> • Tutorials • Interactive group discussions • Case studies 	<p>Skills</p> <p>Events Design,</p> <p>Marketing and Communications</p> <p>Events and Entertainment Planning and Project Management, Stakeholder and Account Management</p> <p>Professional Skills</p> <p>Financial Decision Making for Creative Projects and Events</p>
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An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme:
The programme is developed with a view to equipping students with the technical and strategic skills necessary for contemporary digital industry. The focus in both analysis and practical sessions is on the industry, the challenges it faces and the strategic moves it needs to make. The development of technical, research and communication skills allows students to engage with those industries.

<p>Practical Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education.</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Application: operating in predictable, defined contexts that require use of a specified range of standard techniques. Autonomy in skill use: ability to act with limited autonomy, under direction or supervision, within defined guidelines.</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Formal lectures • Facilitating of analytical skills • Case Studies • Discussions <p>Secondary/Supplementary:</p> <ul style="list-style-type: none"> • Group work, networking and lecturer feedback 	<p>A4 A5</p>	<p>P1 P2</p>	<ul style="list-style-type: none"> • Assignments • Case Study based coursework • Individual and group presentations • Time constrained activities • Unseen and/or seen examinations, portfolios, written essays, oral presentations, problem-solving exercises, case studies or other assignments. 	<p>Academic Skills</p> <p>Events Design</p> <p>Marketing and Communications</p> <p>Events and Entertainment Planning and Project Management</p> <p>Stakeholder and Account Management</p>
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					Professional Skills Financial Decision Making for Creative Projects and Events
<p>An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: The practice-research pedagogic strategy locates practical skills in a wider context. While developing students' 'hard' coding skills, it also allows students with a more management focus to develop practice literacies – the sort of vocabularies that will enable them to engage with, brief and manage technical teams. The practice-research delivery and assessment strategies embed that aim throughout the programme.</p>					

Level: 5					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related Core Modules
<p>Knowledge / Understanding: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Knowledge base: has a detailed</p>	<p>Primary:</p> <ul style="list-style-type: none"> Formal lectures Learning based on macro and micro 	A1	K2 K3 K4	<ul style="list-style-type: none"> Formal examinations Class based tests and time 	Events and Entertainment Operations

<p>knowledge of major theories of the discipline(s) and an awareness of a variety of ideas, contexts and frameworks. Ethical issues: an awareness of the wider social and environmental implications of area(s) of study and the ability to debate issues in relation to more general ethical perspectives.</p>	<p>economic case studies</p> <ul style="list-style-type: none"> Facilitating the delivery of Professional, Academic and employability skills Independent research and study <p>Secondary/Supplementary:</p> <ul style="list-style-type: none"> Teaching and learning through web based research and the GSM London's electronic library. 			<p>constrained activities</p> <ul style="list-style-type: none"> Coursework Practical case study based assignments Group presentations Video submission Practical events <p>Employability Skills</p> <p>Digital Marketing</p> <p>Project/Placement Design and Implementation</p> <p>Evaluation and Reflection (Work based / related learning)</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: At Level 5 students engage with contemporary debates and issues alongside their practical exploration of topics related to events and entertainment management. This in-depth focus informs the challenges and projects that the students engage with in their practice, ensuring a tight connection between practice and research.</p>				

<p>Cognitive and Intellectual Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Analysis: analysis of a range of information with minimum guidance using given classifications/principles and can compare alternative methods and techniques for obtaining data.</p> <p>Synthesis: the ability to reformat a range of ideas and information towards a given purpose.</p> <p>Evaluation: selection of appropriate techniques of evaluation and can evaluate the relevance and significance of the data collected.</p> <p>Application: identification of key elements of problems and choose appropriate methods for their resolution in a considered manner</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Projects with strict deadlines • Group presentation • Coursework and assessment feedback <p>Secondary/Supplementary:</p> <ul style="list-style-type: none"> • Practical assessments based events and entertainment planning process 	<p>A2</p>	<p>C1 C2 C3 C4</p>	<ul style="list-style-type: none"> • Assessed presentations (individual and group) • Essays • End of semester examinations • The Events and Entertainment Management Project 	<p>Events and Entertainment Operations , Employability Skills, Digital Marketing , Project/Plac ement Design and Implementat ion, Evaluation and Reflection (Work based / related learning),</p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme:</p>					

At Level 5, students connect their academic and practice-research learning to a Live project. This grounding is designed to test their practice-research but also feed back into their academic and practice-research work at Levels 5 and 6; testing their intellectual as well as practical skills serves to reinforce the pedagogic strategy while building on a portfolio of skills.

<p>Key Transferable Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Group working: effective interaction within a team/learning group, giving and receiving information and ideas and modifying responses where appropriate.</p> <p>Learning resources: management of learning using resources for the discipline. Can develop working relationships of a professional nature within the discipline(s).</p> <p>Self-evaluation: evaluation of their own strengths and weakness, challenge received opinion and develop own criteria and judgement.</p> <p>Management of information: management of information; can select appropriate data from a range of sources and develop appropriate research strategies.</p>	<p>Primary: Practice-research: development of practical event and entertainment management skills.</p> <p>Secondary/Supplementary: Lecture and workshop sessions focused on critical, research and communication skills.</p>	<p>A3</p>	<p>P1 P2 P4 P5 T1 T2 T3</p>	<p>* Academic Essay * Practice research project (practical 'object' and written analysis/commentary) * presentation</p>	<p>Events and Entertainment Operations</p> <p>Employability Skills</p> <p>Digital Marketing</p> <p>Project/Placement Design and Implementation</p> <p>Evaluation and Reflection (Work</p>
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<p>Autonomy: taking responsibility for their own learning with minimum direction.</p> <p>Communications: communicating effectively in a manner appropriate to the discipline(s) and report practical procedures in a clear and concise manner in a variety of formats.</p> <p>Problem-solving: identification of key areas of problems and choosing appropriate tools/methods for their resolution in a considered manner.</p>					based / related learning)
<p>An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme:</p> <p>At Level 5 students' Live Projects form a space where they are required to transfer their academic and research skills as well as their practical competencies into a live management situation. Whether developing a software object or a strategy, this Level serves to connect theory and practice in a contemporary and live situation.</p>					
<p>Employment Related Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>Framework of Higher Education Qualifications</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: The qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making.</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Seminars • Tutorials • Interactive group discussions • Case studies 	A3.A4. A5	P2 P4 P5 E1 E2 E3 T1	<ul style="list-style-type: none"> • Seminars • Tutorials • Interactive group discussions • Case studies 	<p>Events and Entertainment Operations</p> <p>Employability Skills</p>

<p>The student will be able to undertake further training, develop existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.</p>	<p>Secondary/Supplementary: None</p>		<p>T2 T3</p>		<p>Digital Marketing</p> <p>Project/Placement Design and Implementation</p> <p>Evaluation and Reflection (Work based / related learning)</p>
<p>An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme: At Level 5 students' Live Project with an organisation not only serves to embed employment-related skills within the programme but also as a focus for further study. The other modules provide the intellectual context and debate that serves to inform the project and widen the range of the students' employment-related skills.</p>					
<p>Practical Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education</p>					

<p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Application of skills: operation in situations of varying complexity and predictability requiring application of a wide range of techniques. Autonomy in skill use: the ability to act with increasing autonomy, with reduced need for supervision and direction, within defined guidelines.</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Formal lecturers • Facilitating of analytical skills • Case Studies • Discussions <p>Secondary/Supplementary:</p> <ul style="list-style-type: none"> • Group work, networking and lecturer feedback 	<p>A4, A5</p>	<p>P5 T1 T2 T3</p>	<ul style="list-style-type: none"> • . Assignments • Case Study based coursework • Individual and group presentations • Time constrained activities <p>Unseen and/or seen examinations, portfolios, written essays, oral presentations, problem-solving exercises, case studies or other assignments.</p>	<p>Events and Entertainment Operations</p> <p>Employability Skills</p> <p>Digital Marketing</p> <p>Project/Placement Design and Implementation</p> <p>Evaluation and Reflection (Work based / related learning)</p>
<p>An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: At Level 5 students will extend their practical knowledge. This is not only done within the context of wider study and research but also in the light of a Live project. Here, practice extends from the seminar room into wider society while also feeding back into those seminars.</p>					

Level: 6					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning	Range of Assessments	Related Core Modules

			Outcomes	
<p>Knowledge / Understanding: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Knowledge base: a comprehensive/detailed knowledge of a major discipline(s), with areas of specialisation in depth, and an awareness of the provisional nature of knowledge. Ethical issues: an awareness of personal responsibility and professional codes of conduct and incorporation of a critical ethical dimension into a major piece of work.</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Formal lectures • Learning based on macro and micro economic case studies • Facilitating the delivery of Professional, Academic and employability skills • Independent research and study <p>Secondary/Supplementary:</p> <ul style="list-style-type: none"> • Teaching and learning through web based research and the GSM electronic library. 	A1	<p>K2 K3 K4</p> <ul style="list-style-type: none"> • Formal examinations • Class based tests and time constrained activities • Coursework • Practical case study based assignments • Group presentations • Video submission • Practical events 	<p>Emerging Themes, Events Production , International Events Managemen t, Capstone Project ,</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: At Level 6 students are take their knowledge and understanding of the current situation and looking towards the future. The modules and the project encourage students to build on their earlier learning and practice-research to develop strategies for future development, research or work.</p>				

<p>Cognitive and Intellectual Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Analysis: analysis of new and/or abstract data and situations without guidance, using a range of techniques appropriate to the subject.</p> <p>Synthesis: the transformation of abstract data and concepts towards a given purpose and design novel solutions.</p> <p>Evaluation: critically evaluation of evidence to support conclusions/ recommendations, reviewing its reliability, validity and significance. Investigation of contradictory information/identify reasons for contradictions.</p> <p>Application: confidence and flexibility in identifying and defining complex problems and appliance appropriate knowledge and skills to their solution.</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Projects with strict deadlines • Group presentation • Coursework and assessment feedback <p>Secondary/Supplementary:</p> <ul style="list-style-type: none"> • Practical assessments based events and entertainment planning process 	<p>A2</p>	<p>C1 C2 C3 C4</p>	<ul style="list-style-type: none"> • Assessed presentations (individual and group) • Essays • End of semester examinations • Events and Entertainment Management Project 	<p>Emerging Themes, Events Production, International Events Managemen t , Capstone Project ,</p>
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An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme: At Level 6 students are expected to be able to harness their intellectual skills developed at previous levels and combined with discussion and practice-research exploration of emerging trends, engage in an extended intellectually informed project or dissertation. Modules at Level 6 provide the tools for that development.

<p>Key Transferable Skills:</p> <p>QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Group working: interaction effective within a team/learning/professional group, recognition, support and proactivity in leadership, negotiation in a professional context and management of conflict.</p> <p>Learning resources: management of own learning using a full range of resources for the discipline(s).</p> <p>Self-evaluation: confidence in application of criteria of judgement and can challenge received opinion and reflection on action.</p> <p>Information management: selection and management of information, competently undertaking reasonably straight-forward research tasks with minimum guidance.</p> <p>Autonomy: responsibility for their own work and can criticise it.</p>	<p>Primary: Practice-research: development of practical event and entertainment management skills</p> <p>Secondary/Supplementary: Lecture and workshop sessions focused on critical, research and communication skills.</p>	<p>A3</p>	<p>P1 P2 P4 P5 T1 T2 T3</p>	<p>* Academic Essay * Practice research project (practical 'object' and written analysis/commentary) * presentation</p>	<p>Emerging Themes, Events Production, International Events Management, Capstone Project ,</p>
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<p>Communications: effective engagement in debate in a professional manner and production of detailed and coherent project reports.</p> <p>Problem solving: confidence and flexibility in identifying and defining complex problems and the application of appropriate knowledge, tools/methods to their solution.</p>					
<p>An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme: At Level 6, students are asked to consolidate their learning through practice-research project and/or dissertation. This is positioned within the programme as a management project and modules on managing a project, as well as on research, provide skills for this project and other projects students may undertake after graduation.</p>					
<p>Employment Related Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>Framework of Higher Education Qualifications</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: the qualities and transferable skills necessary for employment requiring (the exercise of initiative and personal responsibility decision-making in complex</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Seminars • Tutorials • Interactive group discussions • Case studies 	<p>A3,A4,A5</p>	<p>P2 P4 P5 T1 T2 T3 E1</p>	<ul style="list-style-type: none"> • Seminars • Tutorials • Interactive group discussions • Case studies 	<p>Emerging Themes</p> <p>Events Production</p> <p>International</p>

<p>and unpredictable contexts and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.)</p> <p>an understanding of a complex body of knowledge, some of it at the current boundaries of an academic discipline. Through this, the holder will have developed analytical techniques and problem-solving skills that can be applied in many types of employment. The holder of such a qualification will be able to evaluate evidence, arguments and assumptions, to reach sound judgements and to communicate them effectively.</p> <p>qualities needed for employment in situations requiring the exercise of personal responsibility, and decision-making in complex and unpredictable circumstances.</p> <p>an understanding of a complex body of knowledge the development of analytical techniques and problem-solving skills that can be applied in many types of employment.</p>	<p>Secondary/Supplementary: None</p>		<p>E2 E3</p>		<p>Events Management Capstone Project</p>
<p>An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme: The programme is designed to equip students with the relevant and future-proof employment-related skills. The Capstone project, building on Level 5's Live project, as well as the supporting and connected practice-research modules serves to bring together that learning and focus, allowing students to plan, run and manage a relevant and forward-looking piece of practice-research.</p>					

<p>Practical Skills: QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>SEEC Credit Descriptors for Further and Higher Education</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Application of skills: the ability to operate in complex and unpredictable contexts, requiring selection and application from a wide range of innovative or standard techniques. Autonomy in skill use: the ability to act autonomously, with minimal supervision or direction, within agreed guidelines.</p>	<p>Primary:</p> <ul style="list-style-type: none"> • Formal lecturers • Facilitating of analytical skills • Case Studies • Discussions <p>Secondary/Supplementary:</p> <ul style="list-style-type: none"> • Group work, networking and lecturer feedback 	<p>A4, A5</p>	<p>P5 T1 T2 T3 T4 T5</p>	<ul style="list-style-type: none"> • Assignments • Case Study based coursework • Individual and group presentations • Time constrained activities • Unseen and/or seen examinations, portfolios, written essays, oral presentations, problem-solving exercises, case studies or other assignments. 	<p>Emerging Themes, Events Production, International Events Management, Capstone Project</p>
<p>An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme:</p> <p>At Level 6, students are engaged in exploring emerging practices. They will work with frameworks and core foundational observations upon which those emerging practices are built.</p>					

PS14. Work Based/Related Learning

WBL is an essential element of Foundation Degrees and therefore needs to be detailed here. However, there should be an employability focus for all HE programmes, through at least Work Related Learning. Therefore, the following section is applicable to all programmes:

Level: 4					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Employer site visit	Some activities will take place on campus while others may take place at other locations. Activities outside of the GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A1, A2, A3, A4, A5	K1, K2, C1, E3, P4	Design and Implementation of projects, evaluation, reflection, multiple choice tests, longer tests, exams, essays, presentations and seminar performances.	Academic Skills, Marketing and Communications, Professional Skills, Financial Decision making for Creative Projects and Events.
Guest talks		A1, A2, A3, A4, A5 ¹⁷	K1, K2, C1, T1, E3, P4		
<p>An exposition to explain this map: Students at this level will be involved in a number of activities through the delivery of the modules aimed at exposing them to the workplace. These will be delivered through simulations via presentations, employer site visits; and varying assessment tools.</p>					

¹⁷ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

Level: 5					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Project Employer site visit Work-based learning Guest talks	Some activities will take place on campus while others may take place at other locations. Activities outside of the GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A1, A2, A3, A4, A5 ¹⁸	K1, K2, C1, C2, C3, C4, T1, T2, T3, T4, E1, E2, P1, P2	Design and Implementation of projects, evaluation, reflection, multiple choice tests, longer tests, exams, essays, presentations and seminar	Employability Skills, Digital Marketing, Events and Entertainment Operations, Project/placement Design and Implementation, Evaluation and Reflection (Work based / related learning)
<p>An exposition to explain this map: Students at this level will be involved in a number of activities through the delivery of the modules aimed at exposing them to the workplace. These will be delivered through simulations via presentations, employer site visits; and varying assessment tools.</p>					

Level: 6					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Project Employer site visit Work-based learning Guest talks	Some activities will take place on campus while others may take place at other locations. Activities outside of the GSM London's sites will be appropriately planned to ensure that students have the opportunity to	A1, A2, A3, A4, A5	K1, K2, K3, K4, C1, C2, C3, C4, T1, T2, T3, T4, E1, E2, P1, P2	Design and Implementation of projects, evaluation, reflection, multiple choice tests, longer tests, exams, essays, presentations and seminars.	Emerging Themes, Capstone Project, International Events Management, Events Production

¹⁸ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

	attend and that all appropriate safety recommendations are fully adhered to.				
<p>An exposition to explain this map:</p> <p>Students at this level are involved in the capstone project module (which focuses on dissertation / consultancy project / work-based learning). These are intended to provide students with the maximum exposure to work-based learning.</p>					

Appendix: Programme Structure by Delivery Mode

Full Time modes

Academic Year	Semester	Extended Standard (4 Years)		Standard (3 Years)		Extended Accelerated (3 Years)		Accelerated (2 Years)	
		Level	Module Credits	Level	Module Credits	Level	Module Credits	Level	Module Credits
Year 1	1	Year 0	60	Level 4	60	Year 0	60	Level 4	60
	2		60		60		60		
	3								
Year 2	4	Level 4	60	Level 5	60	Level 4	60	Level 5	60
	5		60		60		60		
	6								
Year 3	7	Level 5	60	Level 6	60	Level 6	60		
	8		60		60		60		
	9								
Year 4	10	Level 6	60						
	11		60						
	12								

Part Time modes

Academic Year	Semester	Extended (5 Years)		Standard (4 Years)		Academic Year
		Level	Module Credits	Level	Module Credits	
Year 1	1	Year 0	30	Level 4	30	Year 1
	2		30		30	
	3		30		30	
Year 2	4	Level 4	30	Level 5	30	Year 2
	5		30		30	
Year 3	6		30		30	
	7		30		30	
	8		30		30	
Year 4	9	Level 5	30	Level 6	30	Year 3
	10		30		30	
	11		30		30	
Year 5	12	Level 6	30		30	Year 4
	13		30		30	
	14		30		30	
15	30		30			
Year 6	16		30		30	Year 5
	17		30		30	
	18		30		30	
						Year 6

Appendix: Level 5: Project Outline (PPDI5039F)

Outline of suggested project topics for the Level 5 project modules.

Scenario	Project Input and Main Focus	Development Process	Employability and Professionalism Output
<p>Student Scenario: In groups of three, design an event and prepare a report for submission to the board of directors of your company.</p>	<p>Focus is on:</p> <ul style="list-style-type: none"> -Academic, Professional and Employability Skills -Marketing and Communications -Events Design -Events and Entertainment Planning and Project Management -Financial Decision Making for Creative Projects and Events -Events and Entertainment Operations Digital Marketing -Digital Marketing 	<p>Students will be able to combine the knowledge and skills acquired at levels 4 and 5 ensuring they are able to apply theory to practice and demonstrating they have thorough knowledge and understanding of the events and entertainment industry.</p>	<p>Demonstration of:</p> <ul style="list-style-type: none"> -Thorough knowledge and understanding of the events and entertainment industry and operations. -The ability to research. -Key skills involved in working together as a team and within boundaries. -The ability to apply key skills and knowledge to a real life scenarios. -The ability to reflect on actions and make recommendations

Appendix: Skills Modules

The skills modules will include a combination of skills based elements and subject based elements. The Learning and Skills Department are working alongside subject specialists to ensure students receive a balance of generic skills with skills relevant to their chosen discipline. Indicative examples of skills are outlined below. More detailed schemes of work are available for each student within the individual module handbooks each semester.

Academic Skills (Level 4)

Examples of Skills Based Element	Examples of Subject Based Element
Research Skills	Events Management journals; Professional newsletters for conferences organisers; Events managers blogs
Critical Thinking skills	Problem solving; Critical thinking
Computer Literacy	Events resources – e.g. relevant electronic libraries
Referencing & Plagiarism	Harvard referencing
Academic reflection	Self-analysis and reflection

Professional Skills (Level 4)

Examples of Skills Based Element	Examples of Subject Based Element
Business Awareness skills	Companies in the Events industry – e.g. conferences organisers, wedding planners, cultural events providers, sports events organisers, fashion events companies, music & entertainment companies, etc.
Team Building	Field trips and volunteering; On the job training in events
Presentation and sales pitch skills	Fundraising for various projects; negotiation skills; pitch on event proposals
Social Networking skills	Guest speakers; Visiting companies and participating in events; Volunteering; Field trips and on the job training in events projects; Social media; Contribution to blogs and newsletters; etc.
Marketing Concepts	Capital projects; New product development; Brainstorming process; Promotion of events; Pitch event proposals, etc.

Employability Skills (Level 5)

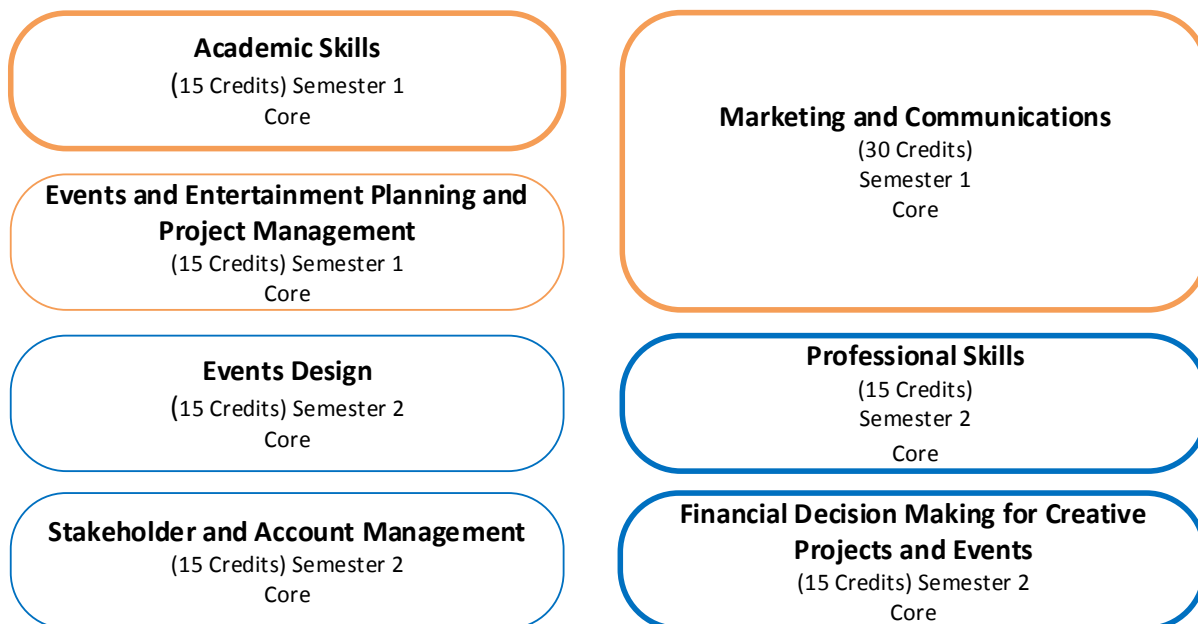
Examples of Skills Based Element	Examples of Subject Based Element
Interview Skills	Recruitment trends; expectations across the events sector; debates and discussions; skills underlined for the profession by nationalcareersservice.gov.uk ; presentation skills
Digital Skills	Digital literary skills for employment in the events sector
CV Building	Work in events projects (internship, paid part-time, voluntary work); Guest speakers with debates-discussions
Exploring and Evaluating Career Paths/ Opportunities	Skills shortage areas; Industry engagement ideas (e.g. apprenticeships)
Employment Action Plan	Career path mapping exercises; Reflection ; Guest speakers (on-site or off-site); Networking with professionals; Certify and assess voluntary work in events; Discussion on templates and cv examples from events professionals; Produce professional CV

Appendix: Programme Map

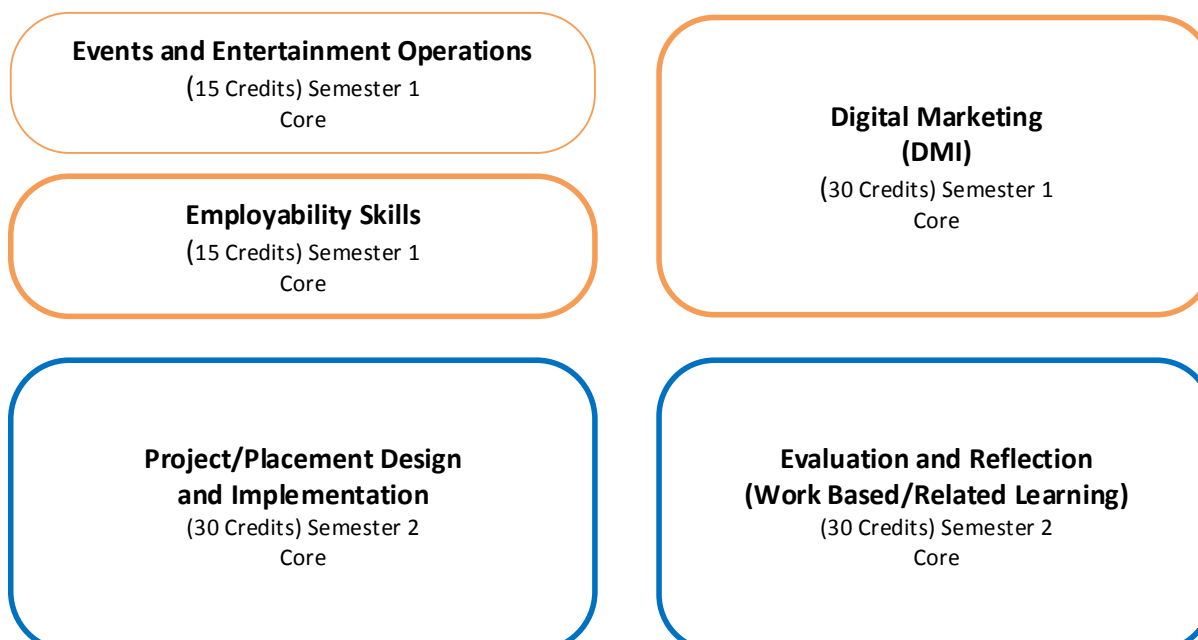
BSc (Hons) Events and Entertainment Management

Level 4: *Certificate of Higher Education (120 Credits)*

KEY	
Orange	- Semester 1
Blue	- Semester 2
Bold line	- Shared module
Thin line	- Unique module



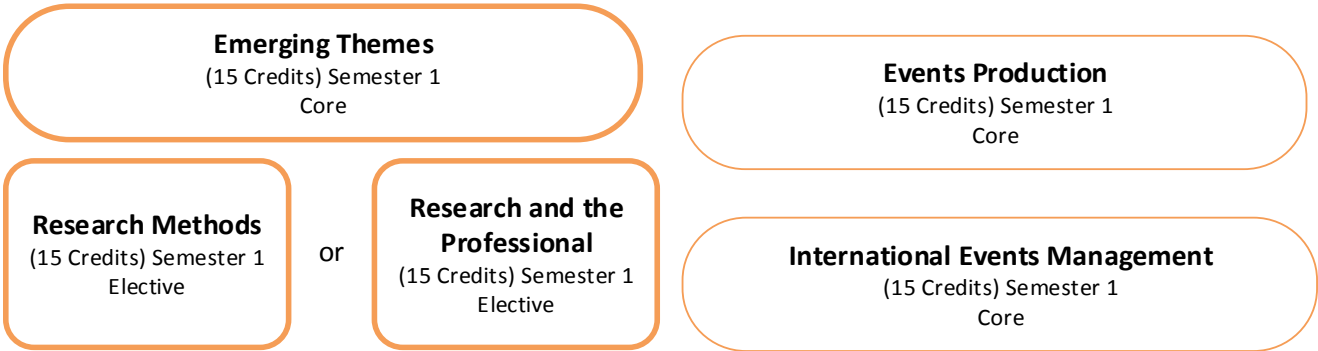
Level 5: *Diploma of Higher Education (120 Credits)*



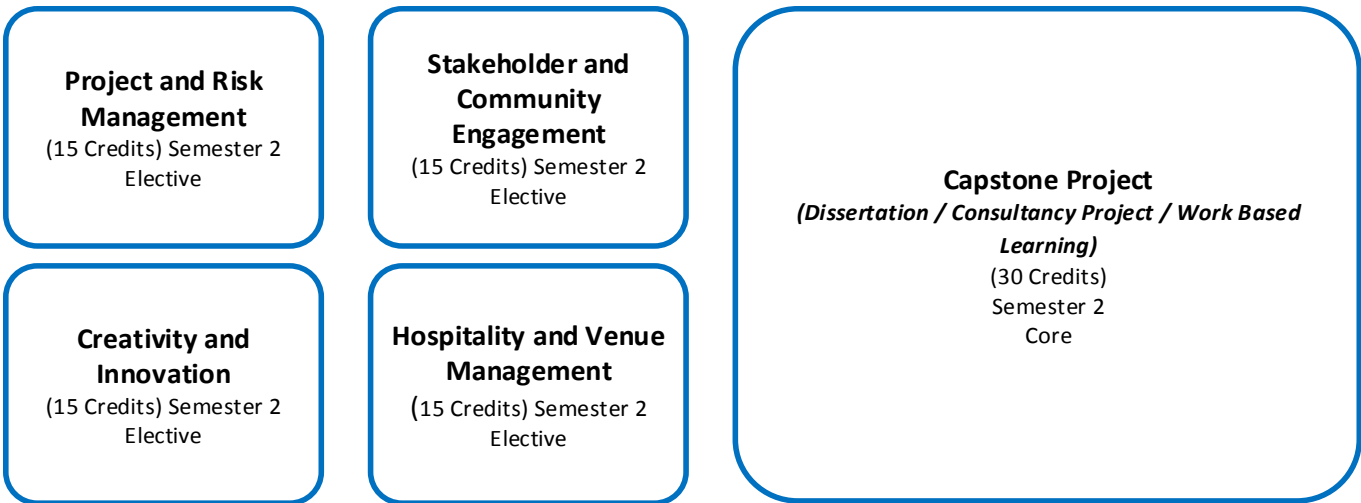
BSc (Hons) Events and Entertainment Management

Level 6 (120 Credits)

KEY
Orange - Semester 1
Blue - Semester 2
Bold line - Shared module
Thin line - Unique module



Plus two electives:



Appendix: Summary of Programme Assessments (Including Indicative Content)
BSc (Hons) Events and Entertainment Management

Module	Credits	Level	Semester	Core/Elective	Coursework	Practical
Academic Skills	15	4	1	Core	100% Indicative Content: Portfolio	
Marketing and Communications	30	4	1	Core	100% Indicative Content: Report and Written assignment - (50%) Marketing report 2,000 words (50%) Communication campaign 2,000 words	
Events and Entertainment Planning and Project Management	15	4	1	Core	100% Indicative Content: Report 2,500 words	
Events Design	15	4	2	Core	100% Indicative Content: Report 2,500 words	
Professional Skills	15	4	2	Core	100% Indicative Content: Portfolio	
Stakeholder and Account Management	15	4	2	Core	70% Indicative Content: Report 3,500 words	30% Indicative Content: Oral assessment and presentation- group 15 minutes
Financial Decision Making for Creative Projects and Events	15	4	2	Core	70% Indicative Content: Report 1,500 words	30% Indicative Content: Oral assessment and presentation- group 10 minutes
Events and Entertainment Operations	15	5	1	Core	100% Indicative Content: Report 3,000 words	
Employability Skills	15	5	1	Core	100% Indicative Content: Written assignment- 30% journal entries 3x 200 words each (70%) critical reflection 900 words	
Digital Marketing	30	5	1	Core	100% Indicative Content: Report 4,000 words	
Project/Placement Design and Implementation	30	5	2	Core	100% Indicative Content: Portfolio	
Evaluation and Reflection Work based/related learning	30	5	2	Core	100% Indicative Content: Portfolio: Evaluation, reflective report. 4,000 words	

Emerging Themes	15	6	1	Core	100% Indicative Content: Written assignment 50% Article Analysis 1000 words 50% Seen case analysis 3000 words	
Research and the Professional	15	6	1	Elective	100% Indicative Content: Written assignment - Research Proposal 4,000 words	
Research Methods	15	6	1	Elective	100% Indicative Content: Written assignment - Research Proposal 4,000 words	
International Events Management	15	6	1	Core	100% Indicative Content: Report 3,500 words	
Project and Risk Management	15	6	2	Elective	70% Indicative Content: Written Assignment - Group work 2,500 words	30% Indicative Content: Oral assessment and presentation- Group Presentation 10 minutes
Events Production	15	6	1	Core	100% Indicative Content: Report 3,500 words	
Hospitality and Venue Management	15	6	2	Elective	100% Indicative Content: Report 3,500 words	
Creativity and Innovation	15	6	2	Elective	100% Indicative Content: Report 3,500 words	
Stakeholder and Community Engagement	15	6	2	Elective	100% Indicative Content: Written Assignment 4,000 words	
Capstone Project (Dissertation/Consultancy Project/Work Based Learning)	30	6	2	Core	100% Indicative Content: Dissertation/Written assignment- Project	