Events Management is one of the most exciting and dynamic service sector industries and has rapidly grown into a multi-million pound industry. In academic terms it is a new and exciting area of study that has the potential to provide pathways to interesting and profitable employment. With clear links to tourism, sport, music, media and other creative and leisure-related industries, events management is a diverse and interesting subject to study. The City of Chester is an international destination that hosts many events annually, and the city is well-placed for access to the North West and North Wales, making it an ideal location for studying this new and dynamic subject.

The type and number of events being held is increasing rapidly and the industry needs well-motivated, qualified and knowledgeable managers. This programme combines appropriate theory with vocational practice to provide students with the necessary knowledge and skills for a successful career in the events management and related industries. We focus on events of all shapes and sizes, from mega-events such as Glastonbury Festival and the Olympic Games to small scale local functions and students will apply theoretical and practical elements of the programme during the planning and management of their own ‘real-life’ event.

Tutors at the University of Chester have many years of experience of delivering events management and related management programmes. They also have extensive experience of staging and managing events and have good links with the industry. These links enhance the relevance of our programmes and enable our students to find professional work-based placements. The nature of the programmes enables flexibility, giving students the ability to tailor their studies to follow particular academic interests or career aspirations.

Key themes include:
- current issues and theories underpinning the events management industry
- relevant management and events theories and concepts which will be applied to industry best practice
- event planning and management
- key functional areas of business such as marketing
- competence in a range of transferable skills, including IT
- work-based placement in an appropriate host organisations

The single honours programme is available in two forms:
- BA Events Management Single Honours (3 years)
- BA Events Management Single Honours with Placement Year (4 years)

The programme has been designed to provide the knowledge, understanding and skills required to embark on a management career in the fast-moving industry of events management. Students opting for the four year programme will complete Years 1 and 2, and then take an industry placement year in an appropriate events company or organisation.

Level 4 (Year 1) introduces students to the key events management concepts, theories and issues and the context within which events-related organisations work. In addition we will develop key skills that will enhance your employment potential in the industry. You will also study important functional areas of management and business – for example, marketing, finance, customer service and people in organisations.

The subject areas that may be studied include:
- Introduction to Events Management
- Events Management in Action
- Managing Service Organisations and their Resources
- Marketing for Tourism and Events
- Managing Customer Service
- Tourism Concepts

Level 5 (Year 2) Aims to further develop students’ knowledge and understanding of key aspects of events management. A core feature of this year is the planning and management of an actual ‘real-life’ event, from conception to completion and evaluation. Also during the second year students have the opportunity to develop their practical skills with a work based placement in either the UK or overseas.

The subject areas that may be studied include:
- Planning, Managing and Evaluating Events
- Sports and Cultural Events
- Researching the Visitor Economy
- Work Based Learning
- Plus option modules

www.chester.ac.uk/undergraduate/events-management
The final year is designed to enable students to pull together the key themes of the programme. The industry and its management are considered from a contemporary perspective allowing students to apply relevant concepts and theories to topical knowledge and industry practice. You will be able to specialise in a particular aspect of events management via appropriate option modules and by completing a research or management project on an events management issue.

The subject areas that may be studies include:

• Major Events in Context
• Strategic Management for Tourism and Events
• Contemporary Issues in Events Management
• Research Project / Dissertation

Students will be able to choose from a range of options, such as:

• Leadership and Change Management
• Marketing Communications
• Tourism Impacts and Planning
• Managing New Business Ventures

NB. The range of options available will change over time as new areas of study are added to the programmes in the department.

Level 4 (Year 1)
The subject areas that may be studied include:

• Introduction to Events Management
• Events Management in Action
• Marketing for Tourism and Events

Level 5 (Year 2)
• Planning, Managing and Evaluating Events
• Work Base Learning
• Plus option modules

Level 6 (Year 3)
• Major Events in Context
• Strategic Management for Tourism and Events
• Research Project / Dissertation
• Contemporary Issues in Events Management

(NB. Modules in Levels 5 and 6 (Years 2 and 3) are dependent on whether Events Management is chosen as a major, equal or minor subject.)

Teaching, Learning and Assessment
A range of teaching, learning and assessment methods are employed across the range of modules on the programmes. Typically you will be assessed by a combination of coursework assignments, projects and reports (group and individual), examinations and seminar contributions. An individual research project forms a major part of the final year degree assessment.

Career Prospects
Recent ‘league table’ rankings show excellent employability ratings for our Events Management programmes. Our graduates have found employment in a range of events-related organisations in the private, public and not-for-profit sectors, including Doubletree by Hilton Hotels, PDSA, Marketing Cheshire, Cheshire West and Chester Local Authority, Radisson Blu Hotels and Guide Dogs for the Blind. A number of graduates have also gone on to study higher degrees or entered the teaching profession.

Entry Requirements
A minimum of 240-280 UCAS points are required for Single or Combined Honours which must be obtained from GCE A levels or equivalent such as:

• BTEC National Diploma/Certificate: merit/distinction profile
• OCR National Extended Diploma/Diploma: merit/distinction profile
• Irish Highers/Scottish Highers: B in four subjects
• International Baccalaureate: 26 points
• QAA recognised Access to HE Diploma, Open College Units or Open University Credits
• The Advanced Diploma: acceptable on its own

Please note: A BTEC National Award, OCR National Certificate or the Welsh Baccalaureate (core) will be recognised in our tariff offer.

In keeping with the mission statement of University of Chester and the department’s commitment to widening access and participation, the Department of Business offers a flexible entry system for mature students, and for students who possess non-standard entry qualifications.

Further details
For enquiries about course content:
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