BA (Hons) Sustainable Events Management

Making ideas happen
Why Study Sustainable Events Management?

Events range in scope, scale and complexity, from mega-events to community festivals, from traditional gatherings through to contemporary corporate events, boosting the economy, energising communities and attracting visitors. They cover a diverse array of activities, from sport, music and culture to product launches and fundraising. Sustainability has emerged as a key events management concept, and a successful events manager must have abilities in a wide range of subject areas. The Sustainable Events Management degree course crosses the boundaries between marketing, human resources, finance, planning and other business skills to develop multi-disciplined, creative leaders able to deliver the largest event down to the smallest detail. The focus on events as a management form represents a dynamic approach relevant to event organisations that strive to produce memorable experiences and fulfil a range of community, business and government objectives. The programme produces a graduate well-versed in management, with explicit business skills and knowledge and the ability to apply this to the contemporary demands of the events industry.

The Course

Core Modules

Year One:
- The Global Business Environment: An Introduction
- The Management Challenge: An Introduction

Year Two:
- Fundamentals of Business & Management
- Operations Management

Year Three:
- Financial & Business Modelling (Events)
- Managing the Consumer Experience
- Understanding Consumers
- Project Management (Events)
- Developing Sustainable Events
- Digital and Experiential Marketing

Year Four:
- Facility, Conference and Venue Management (Events)
- Effective Communication and External Relations for Managers
- Work-based Project – Sustainable Events Management
- Professional Development & Practice

Did you know?

- Staff teaching on the Sustainable Events Management degree programme are professors, senior lecturers and lecturers and are experts in their field. All hold a Doctorate or Postgraduate qualification in their specialist area, whether it be events or business. Many also have experience of being senior managers in industry.
Why choose Stirling?
The reputation of our research at the University of Stirling Management School was recognised in the 2014 Research Excellence Framework, where the School was placed in the UK’s top 25 institutions for Business and Management, out of 101 business schools. In Scotland, the School was ranked in the top five. 64% of our research outputs were classified as world-leading and internationally excellent in terms of their originality, significance and rigour and we were ranked 14th in the UK in terms of research impact with over 60% of our research impact judged to have outstanding reach and wide-ranging impact on the policies of public, private and governmental organisations.

Preparation for work
You will have numerous opportunities to develop appropriate work-related skills at every stage of your studies, including the Professional Development and Practice module in Semester 8 which helps you prepare for entering the workplace.

Will I get a job when I graduate?
On graduation students will be able to apply sound analytical techniques, underpinning scientific principles and management skills to the challenges faced by the events management related industries. There are many opportunities across a range of sectors, including the management of teams and venues delivering: conferences and corporate events, music festivals and cultural events, sport events, community events, weddings and charity fundraising.

INTO University of Stirling
INTO University of Stirling offers an International Foundation programme for those international students who do not meet the required academic and English-language criteria. These courses offer a route to study at the University of Stirling through an excellent teaching and learning experience located in the high-quality study facilities on campus.

International Foundation
Successful completion of the International Foundation in Business, Finance, Economics and Marketing to the required standard provides direct entry to year two of this degree.

UCAS code: N8U7
Minimum requirements

### Year 1 entry - Four-year Honours

**SQA Higher:**
- ABBB - one sitting
- AABB - two sittings

**GCE A-level:**
- BBB

**IB Diploma:**
- 32

**BTEC (level 3):**
- DDM

### Year 2 entry - Three-year Honours

**SQA Adv. Higher:**
- ABB

**GCE A-level:**
- BBB

**IB Diploma:**
- 35

### Other qualifications

**Scottish HNC/HND:**
- Year one minimum entry
  - Bs in graded units

### Advanced entry
Advanced entry is possible with an HNC/D in Events Management or a Business related subject.

### Access courses:
Access courses and other UK/EU and international qualifications are also welcomed.

### Additional information
General entrance requirements apply. Please visit: http://stir.ac.uk/av.
## Typical timetable

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>Module 1</th>
<th>Module 2</th>
<th>Module 3</th>
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<tbody>
<tr>
<td>1</td>
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<td>The Management Challenge: An Introduction</td>
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<td>2</td>
<td>3</td>
<td>Fundamentals of Business &amp; Management</td>
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<td>3</td>
<td>4</td>
<td>Operations Management</td>
<td>Any module</td>
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<tr>
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<td>5</td>
<td>Managing the Consumer Experience</td>
<td>Understanding Consumers</td>
<td>Financial &amp; Business Modelling (Events)</td>
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<td>6</td>
<td>Developing Sustainable Events</td>
<td>Digital and Experiential Marketing</td>
<td>Project Management (Events)</td>
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<td>4</td>
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<td>Facility, Conference and Venue Management (Events)</td>
<td>Effective Communication and External Relations for Managers</td>
<td>Work-based Project – Sustainable Events Management</td>
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<td>8</td>
<td>Professional Development &amp; Practice</td>
<td>Work-based Project – Sustainable Events Management</td>
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## Contact details

For further information on the course:
Course Director: Aaron McIntosh  
University of Stirling Management School  
T: +44 (0) 1786 467318  
E: manworkorg@stir.ac.uk  
W: www.stir.ac.uk/management

For further information on Admissions:  
Student Recruitment and Admissions  
T: +44 (0) 1786 467046  
E: recruitment@stir.ac.uk

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