



SUSTAINABLE EVENTS MANAGEMENT

BA (Hons)



ARE YOU STIRLING?



REASONS TO CHOOSE THIS COURSE

1 TRANSFERABLE SKILLS EMPLOYERS WANT

Our focus on events as a management form represents a dynamic approach that not only helps you to develop explicit business skills and knowledge, but also teaches you how to apply that knowledge to the current demands of the events industry.

2 EXPERT TEACHING TEAM

Access to teaching staff who are experts in their field and have excellent links with industry.

3 FLEXIBLY STUDY OPTIONS

The flexibility of our course structure, combined with a focus on personal and professional development, is designed to help you achieve your career ambitions.

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 and management skills to develop multi-disciplined, creative leaders, able to deliver high quality events and create memorable experiences.

TOP 25 UK INSTITUTIONS FOR BUSINESS AND MANAGEMENT

REF 2014

COURSE DETAILS

There are three key components: events management and technical expertise; business enterprise; and market awareness. Each of these components is represented throughout, creating a unique balance between generic business study elements and the more industry-focused events and consumer experience-based modules.

YEARS 1 AND 2

Years 1 and 2 are designed to provide a broad grounding in the subjects of business, management and operations within the global environment. You will study one core module per semester, leaving the flexibility to choose from a range of options across Stirling Management School and the wider University, including work experience modules.

YEARS 3 AND 4

Years 3 and 4 provide you with the theory and applications of sustainable event management including: event development and venue management; digital and experiential marketing; managing the consumer experience; project management; and financial/business modelling. You will engage with three core modules per semester and, in the final year, undertake a consultancy project, working with an events company to enhance their business. The focus on sustainable management of events represents a dynamic approach relevant to event organisations that strive to fulfil a range of community, business and government objectives.

CORE MODULES

Year One:

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

Year Two:

- Fundamentals of Business and Management
- Operations Management

Year Three:

- Facility, Conference and Venue Management (Events)
- Understanding Consumers
- Developing Sustainable Events
- Financial and Business Modelling (Events)
- Managing the Consumer Experience
- Professional Development and Practice

Year Four:

- Project Management (Events)
- Effective Communication and External Relations for Managers
- Work-based Project – Sustainable Events Management
- Digital and Experiential Marketing

CAREER OPPORTUNITIES

You will have opportunities to develop appropriate work-related skills at every stage, including the Professional Development and Practice module which helps you prepare for entering the workplace.

On graduation students will be able to apply analytical techniques, scientific principles and management skills to the challenges faced by the events industry. There are many opportunities across a range of sectors, including the management of venues and teams delivering: cultural events and music festivals, conferences and corporate events, sport events, community events, weddings and charity fundraising.



SUSTAINABLE EVENTS MANAGEMENT N8U7 stir.ac.uk/16p

MINIMUM REQUIREMENTS

YEAR 1 ENTRY – FOUR-YEAR HONOURS

SQA Highers:

ABBB – one sitting

AABB – two sittings

GCE A-levels:

BBB

IB Diploma:

32

BTEC (Level 3):

DDM

YEAR 2 ENTRY – THREE-YEAR HONOURS

SQA Adv Highers:

ABB

GCE A-levels:

ABB

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: stir.ac.uk/av

**PART TIME, ADVANCED ENTRY
AND STUDY ABROAD
OPTIONS AVAILABLE**

TYPICAL TIMETABLE

YEAR	SEMESTER	SUBJECT 1	SUBJECT 2	SUBJECT 3
1	1	The Global Business Environment: An Introduction	Any module	Any module
	2	The Management Challenge: An Introduction	Any module	Any module
2	3	Fundamentals of Business and Management	Any module	Any module
	4	Operations Management	Any module	Any module
3	5	Facility, Conference and Venue Management (Events)	Financial and Business Modelling (Events)	Understanding Consumers
	6	Professional Development and Practice	Managing the Consumer Experience	Developing Sustainable Events
4	7	Effective Communication and External Relations for Managers	Project Management (Events)	Work-based Project – Sustainable Events Management
	8	Digital and Experimental Marketing	Work-based Project – Sustainable Events Management	

COMPULSORY MODULES

The Global Business Environment: An Introduction; The Management Challenge: An Introduction; Fundamentals of Business and Management; Operations Management; Facility, Conference and Venue Management (Events); Financial and Business Modelling (Events); Understanding Consumers; Professional Development and Practice; Managing the Consumer Experience; Developing Sustainable Events; Effective Communication and External Relations for Managers; Project Management (Events); Digital and Experimental Marketing; Sustainable Events Management – Work Based Project.

OPTIONAL MODULES

In semesters 1-4 students can select 40 credits per semester from a list of available modules from the University of Stirling Management School and/or the wider University. All course modules are compulsory within semesters 5-8.

CONTACT

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ARE YOU STIRLING?