EVENTS MANAGEMENT
BA (Hons)

ARE YOU STIRLING?
WHY STUDY 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 Events Management degree course crosses the boundaries between marketing, human resources, finance, planning and other business and management skills to develop multidisciplined, 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.

Like all industries there is an emphasis on sustainability in relation to the management of events both in terms of business sustainability and environmental sustainability. This represents a dynamic approach relevant to event organisations that strive to fulfil a range of community, business and government objectives.

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 either a research based dissertation or a work-based consultancy project.

The focus on management of events represents a dynamic approach relevant to event organisations that strive to fulfil a range of community, business and government objectives.

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.
**INTERNATIONAL EXCHANGE**

The Event Management Course is also run in Singapore at the prestigious Singapore Institute of Management (SIM). Students from the programme in Stirling have the opportunity to spend one semester in Singapore and experience its dynamic and vibrant culture whilst studying alongside their colleagues from SIM.

**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.

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**SPEND A SEMESTER ABROAD IN SINGAPORE – ASIA’S GREENEST CITY**

Arcadis Sustainable Cities Index 2016

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## TYPICAL TIMETABLE

<table>
<thead>
<tr>
<th>YEAR</th>
<th>SEMESTER</th>
<th>SUBJECT 1</th>
<th>SUBJECT 2</th>
<th>SUBJECT 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>The Global Business Environment: An Introduction</td>
<td>Any module</td>
<td>Any module</td>
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<tr>
<td></td>
<td>2</td>
<td>The Management Challenge: An Introduction</td>
<td>Any module</td>
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<td></td>
<td>3</td>
<td>Fundamentals of Business and Management</td>
<td>Any module</td>
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<td></td>
<td>4</td>
<td>Operations Management</td>
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<td>Any module</td>
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<tr>
<td>2</td>
<td>5</td>
<td>Developing Sustainable Events</td>
<td>Understanding Consumers</td>
<td>Strategic Management</td>
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<tr>
<td></td>
<td>6</td>
<td>Digital and Experiential Marketing</td>
<td>Project Management (Events)</td>
<td>Effective Communication and External Relations for Managers</td>
</tr>
<tr>
<td>3</td>
<td>7</td>
<td>Live Events in Practice</td>
<td>International Business</td>
<td>Research-based Project or Work-based Project in Sustainable Events Management</td>
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<tr>
<td></td>
<td>8</td>
<td>Managing the Consumer Experience</td>
<td>Research-based Project or Work-based Project in Sustainable Events Management</td>
<td></td>
</tr>
</tbody>
</table>

### 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; Managing the Consumer Experience; Professional Development & Practice; Project Management (Events); Effective Communication and External Relations for Managers; Digital and Experiential 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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