



COURSE SPECIFICATION

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| Course Aim and Title | BA (Hons) Stadium and Events Management |
| Intermediate Awards Available | Certificate of Higher Education Diploma of Higher Education Ordinary Degree |
| Teaching Institution(s) | UCFB Etihad Campus UCFB Wembley |
| Alternative Teaching Institutions (for local arrangements see final section of this specification) | n/a |
| UEL Academic School | Royal Docks School of Business and Law |
| UCAS Code | tbc |
| Professional Body Accreditation | n/a |
| Relevant QAA Benchmark Statements | QAA Subject Benchmark Statement for Events, Hospitality, Leisure, Sport and Tourism (2019) QAA Subject Benchmark Statement for Business and Management (2019) |
| Additional Versions of this Course | n/a |
| Date Specification Last Updated | March 2021 |



Course Aims and Learning Outcomes

This course is designed to give students the opportunity to:

- Gain a wide-ranging and in-depth understanding of the role and usage of international sporting stadia in the modern day
- Evaluate and analyse the strategic application of event planning, logistics, marketing, human resource and financial management within the international stadium and event industry
- Develop comprehensive subject knowledge and understanding through the use of lectures, seminars, added value industry experiences and academic research
- Undertake and benefit from varied applied experiential learning in organising, marketing and delivering live events during the duration of the course

What students will learn:

Knowledge (Subject Based)

- explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives
- display an insight into the structure of event providers and their sectors, and analyse the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, events
- demonstrate a critical awareness and understanding of how core values, for example, ethics, sustainability, creativity, strategy, and continuous improvement, relate to, and are reflected in, events.

Thinking skills

- demonstrate a critical awareness and understanding of appropriate domains, including administration, design, operations, marketing and risk, and how they apply to the phases of events, such as initiation, planning, staging of the event and closure and legacy
- display critical knowledge, understanding and application of risk management and the legal, ethical and regulatory frameworks that affect event management, including health and safety considerations and crowd management

Subject-Based Practical skills

- plan, project manage, produce, stage, analyse and evaluate events, including the procurement of support service provision, the application of new technologies and logistics
- operate and effectively manage resources, including human (paid or volunteer), financial, venue, and subcontracted and technical resources and the development of return on investment models
- design creative events, including the programming of spectacle, exhibition, ritual, and performance



Skills for life and work (general skills)

- analyse the nature, characteristics, needs and expectations of different consumers through applying consumer behaviour theories and concepts and socio-cultural theories
- evaluate the legacy and impacts of events in social, economic, environmental, political, cultural, technological and other terms
- appreciate the ethical and sustainability issues associated with the financial support, operation and development of events

Learning and Teaching

Knowledge is developed through

- Attendance at module lectures and seminars
- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through

- IT activities with feedback
- Research skills-based activities with feedback
- Organisation of a live charitable fundraising event

Skills for life and work (general skills) are developed through

- The demands of the study medium (e.g. distance learning)
- Planning activities with feedback
- Project work

Assessment

Knowledge is assessed by

- Coursework
- Reports
- Examinations

Thinking skills are assessed by

- Coursework
- Examinations
- Project work



Practical skills are assessed by

- Practical reports
- Portfolio completion
- Organisation of a live charitable fundraising event

Skills for life and work (general skills) are assessed by

- Project work
- Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

n/a

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

| Level | Module Code | Module Title | Credit Weighting | Core/Option | Available by Distance Learning? |
|--------------|--------------------|---------------------|-------------------------|--------------------|----------------------------------------|
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| | | | | | Y/N |
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| 4 | UD4012 | Introduction to Stadium Management | 20 | Core | N |
| 4 | UD4008 | Introduction to Events Management | 20 | Core | N |
| 4 | UD4000 | Industry Competencies (Mental Wealth) | 20 | Core | N |
| 4 | UD4010 | Introduction to Football Finance | 20 | Core | N |
| 4 | UD4003 | Principles of Marketing | 20 | Core | N |
| 4 | UD4011 | Introduction to Human Resources in the Events Industry | 20 | Core | N |
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| 5 | UD5002 | Facility Management and Stadium Utilisation | 20 | Core | N |
| 5 | UD5012 | Practice of Digital Marketing | 20 | Core | N |
| 5 | UD5010 | Industry Readiness (Mental Wealth) | 20 | Core | N |
| 5 | UD5011 | Negotiation and Winning Contracts | 20 | Core | N |
| 5 | UD5014 | Stadium and Events Organisation | 20 | Core | N |
| 5 | UD5013 | Research Methods | 20 | Core | N |



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| 6 | UD6005 | Event Leadership and Management | 20 | Core | N |
| 6 | UD6007 | Strategic Event Delivery | 20 | Core | N |
| 6 | UD6012 | Industry Engagement (Mental Wealth) | 20 | Core | N |
| 6 | UD6002 | Contemporary Issues in International Events Management | 20 | Core | N |
| 6 | UD6014 | Professional Project | 40 | Core | N |
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Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

N/A

Typical Duration

The expected duration of this course is 3 years full-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted.

Further Information



More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

- Accommodation - Students are required to attend face to face classes as part of the course. Students are responsible for arranging their own accommodation if it is required to support timely access to course dates. Costs will be dependent on the students' choice of accommodation. If assistance is required to identify suitable accommodation this can usually be provided. Costs for city centre accommodation vary dependent on times, these are likely to be between £50-£150 per night.
- Stationery equipment – paper and pens are required. Costs will vary dependent of student choice.
- Books, journals and periodicals – books will be available to access in the UCFB and UEL library. If students wish to purchase books they can do so, however this is not a requirement.
- Printing – printing credits are required to print documents on UCFB sites. Copies are 5p for black and white and 15p for colour.
- DBS checks - typically up to £50
- Field trips - contribution requested

Alternative Locations of Delivery

This course is taught by UCFB in Manchester (Etihad Campus) and London (Wembley) and is awarded by the University of East London.