

## COURSE SPECIFICATION

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 Manchester 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	SEM1
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	June 2025

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?
					Y/N



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 Sport 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
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

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](http://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**

Some of our degrees involve extra costs which are not covered by your tuition fees. To ensure you budget accurately for Higher Education life, read this and see which extra costs apply.

Below is a list on generic items that you may incur as a student. The list is not exhaustive, and some or all of these costs may be relevant to you. However, it is helpful to be aware of the types of things you may have to pay for.

#### **Digital Devices:**

There is an expectation that all students at UCFB will have a laptop or computer.

#### **Disclosure and Barring Service (DBS) :**

Some students may be required to obtain a Disclosure and Barring Service (DBS) check (formerly Criminal Service Bureau (CRB) check). This may be needed for work-based learning opportunities. It is currently priced at £49.50.

The Government website has [information on DBS checks](#).

#### **Living Costs:**

As a university student, you will need to budget for general living expenses, including accommodation, food and toiletries, travel, and socialising.

Prices for accommodation vary depending on which option you choose, but please consider whether your preferred option suits your budget.

#### **Books:**

A wealth of learning resources are available through our [library](#).

A lot of the books and journals on your reading lists are made available online through the library. However, you may be required to, or prefer to, buy your own copy of key textbooks.

If you return a library book late, you must pay an overdue charge.

#### **Stationery**

You are expected to supply your own stationery and study/writing materials (i.e. such as calculators).

#### **Printing:**

Printing credits are required to print documents on UCFB sites. Copies are 5p for black and white and 15p for colour.

#### **Work-based Learning Opportunities:**

If you are taking part in a work-based learning opportunities, any travel or accommodation costs are your responsibility.

#### **Transport:**



If you commute, you will need to pay for travel, such as purchasing a bus pass or paying for parking if you drive.

**Graduation:**

There are associated costs with your graduation ceremony at UCFB. While your ticket is free, you are expected to cover the cost of gown hire and photography.

### Alternative Locations of Delivery

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