

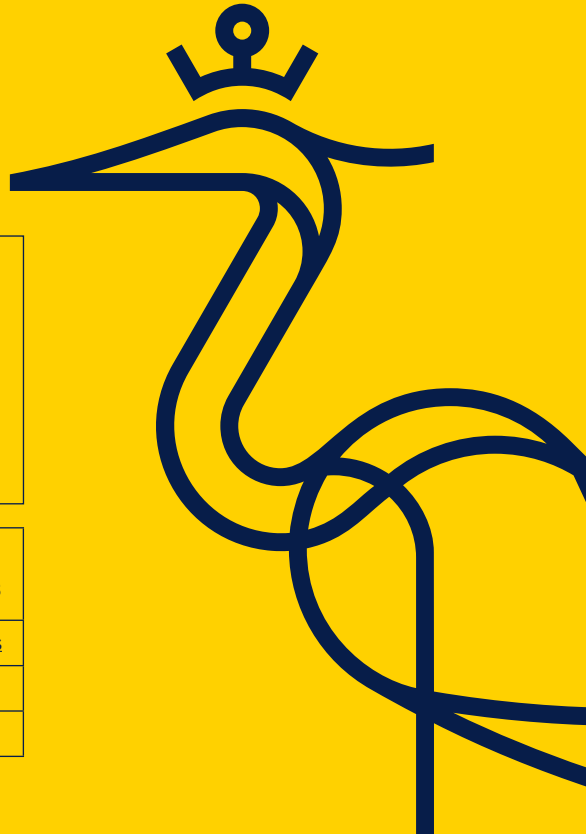
BSc (Hons)

Business and Events Management

Key Features

- Combine the academic study of the business and events management sectors
- Develop an in-depth understanding of the event industry and the organisations within it
- Learn from events industry professionals and expand on practical knowledge and experience

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| UCAS codes | 3 years - NN81 4 years foundation - N1N8 |
| Full course info | london.aru.ac.uk/courses |
| Fees | £9,250 per annum |
| Location | London |



About this course

The events industry dominates the media, delivers objectives, and creates positive impacts. It will very soon again fill transport systems, hotels, outside spaces, and venues. 2019 was a landmark year for the industry, reporting spends of £70 billion, over 50% of spend in the UK visitor economy, providing over 700,000 jobs, and generating £165 billion in trade at business events.

The chance for the UK to utilise the vitality, excitement, and business and social benefits created by events demonstrates that it remains a welcoming and open industry in a changing political and trading framework. The events industry has come far in terms of its enormous breadth, global competitiveness, expertise, and an indication of how critical it is as part of the government's strategy to kick-start the economy after the pandemic. This will be an unparalleled opportunity to use both business and leisure events to showcase the country's abilities and resources, and raise the nation's pride in doing so. Thus, driving demand for specialist graduates, who not only understand the theories of business and events management but are also equipped with practical experience.

This course is designed to prepare graduates for the business and events sector and blends both academic practices with the study of core business skills and management concepts, alongside a live project. In completing this course, students will identify career pathways and develop the professionalism to achieve them.

Modules

Year 1

- Hospitality, Tourism and Events Environment
- Academic and Professional Skills
- Managing Quality in Hospitality, Tourism and Events
- Business Finance

Year 2

- Events Management
- Managing Human Resources
- Principles and Practice of Marketing
- Events Design
- Sustainability in Career Development

Year 3

- Contemporary Issues
- Executing Business Strategy
- Live Project
- Undergraduate Major Project (Leadership in Practice)

Careers

In your third year, you will undertake the Events Live Project, enabling you to integrate your academic knowledge with experiences beyond the classroom and combine your developing knowledge, skills, and personal ideas with transferable skills that can be applied in the workplace, prodigious for your CV.

Your lecturers all have first-hand experience in business and event management. Therefore, you are assured that your course's content will be directly relevant to the demanding, constantly evolving world.

During your studies, there will be the opportunity to participate in the Employability Scheme with the specific objective of enhancing your future employment prospects. This includes CV workshops, interview techniques, career counseling and visits from prospective employers.

Career routes

- Charity Fundraiser
- Event Manager
- Hotel Manager
- Public House Manager
- Restaurant Manager
- Marketing Executive
- Public Relations Officer
- Tourism Officer

1) <https://www.conference-news.co.uk/news/number-events-london-increase-231-month-month>

2) Statista, 2021: <https://www.statista.com/outlook/dmo/eservices/event-tickets/united-kingdom>