

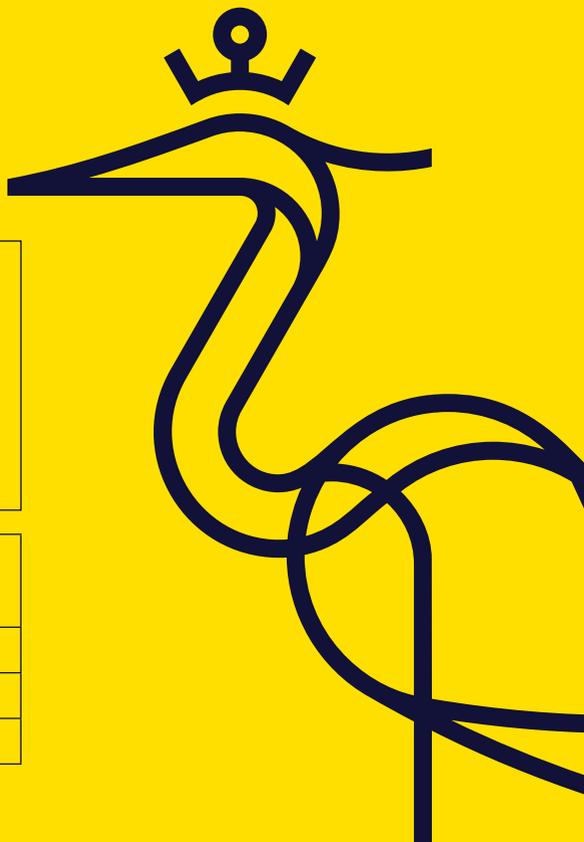
BSc (Hons)

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

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 fills transport systems, hotels, outside spaces, and venues. 2021 was a landmark year for the industry, with Q2 having the largest positive contribution to growth being from restaurants and hotels, which increased by 38.1% and London hosting an average of 12.6 events per venue in September 2021, compared to an average of 3.81 in August 2021⁽¹⁾. Looking to the future, it is predicted in 2023 that event tickets will grow in revenue by up to 15.5%⁽²⁾. 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 post-pandemic. There are unparalleled opportunities to use business and leisure events to showcase the UK's abilities and resources, whilst raising the nation's pride. 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 blends both academic practices with the study of core business skills and management concepts, alongside a live project.

Modules

Year 1

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

Year 2

- Event Planning and Project Management
- Managing Human Resources
- Principles and Practice of Marketing
- Event Themes and Designs
- Sustainability in Career Development

Year 3

- International Event Management
- Hospitality and Venue Management
- Business Strategy
- Tourism and Events Management Live Project
- Undergraduate Major Project (Integrated Case Study)

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>