

BA Event Management



Why study at Winchester?

There are many reasons to study at the University of Winchester – but the one to consider most is that you will become part of a safe and supportive community.

The University is located within walking distance of the city centre of Winchester, which is only one hour away from London by train. The campus is located in a beautiful wooded setting overlooking the South Downs.

We have excellent facilities for learning and teaching that are continually being updated to enhance the student experience. There is a vibrant Student Union, excellent sports facilities, a modern library and IT facilities across the campus.

At the University of Winchester we aim to provide campus or University Managed Accommodation to all first year full-time undergraduates who hold Winchester as their firm choice. In addition, we also endeavour to provide students from non-EU countries and students with disabilities a room on campus, not just for their first year, but for the duration of their course.

The culture of the University is informal and the emphasis is on you unlocking your potential, developing a clear sense of direction and becoming the best you can be in your chosen career.

Our graduates have a strong track record of finding employment after leaving the University. There is a dedicated Careers Service to provide advice and help you research career pathways and employers. They also organise recruitment fairs and workshops on how to write CVs and perform well at interview.



BA Event Management

BA Event Management offers a new perspective on this exciting and growing field of study by exploring the subject in the context of the wider fields of leisure, business and tourism. The programme enables students to combine the theoretical understanding of key concepts with the development of the practical skills needed to operate in one of the fastest growing employment sectors.

Event Management at Winchester is vocationally orientated, reflecting Winchester's close links with organisations in both the private and public sectors of the events industry. Local employers make regular contributions to the programme and many offer work placements which can be an alternative to a dissertation in Year 3. In addition, the range of modules on the degree programme provides a unique focus to your studies.

Winchester is an ideal place to study event management as it is a thriving centre for the performing arts, local and national events, tourism, heritage, education and sport.

The University has strong links with local event management organisations and venues which provides students with many

opportunities to get practical industry experience while studying.

Programme content

Event management is explored at a variety of levels, from local to national and international, using a range of approaches. There is a combination of practical and theoretical study.

The programme is built around six themes:

1. The academic nature of events – its theories and concepts
2. The vocational nature of the subject and the nature and characteristics of events workplaces
3. The environment context of event management – the need for the sustainable management of events
4. The skills basis of event management – the techniques needed to operate effectively in the events industry
5. The nature of the research process – the skills needed to research and present findings in the events domain
6. The business basis of event management – the generic knowledge and skills needed to function in any business environment.

ENTRY REQUIREMENTS

Typical offer: 240-280 points* single honours

If English is not your first language: For undergraduate programmes students are required to have achieved a minimum of IELTS 6.0 (including 6.0 in writing) or a TOEFL score of 550 (paper-based) or 213 (computer-based) or an equivalent qualification. If you do not have the necessary level of English there are pre-sessional English language training programmes available at the University that may allow you to meet your minimum entry requirements. Please see the University website for details.

*Entry requirements correct at time of print. For up-to-date entry requirements please check our Undergraduate Prospectus or visit the website at www.winchester.ac.uk

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Final Year Project

The Final Year Project can be completed as a 10,000-word dissertation or work placement. In either case, it equates to two modules of study. The work placement can be excellent preparation for employment, offering students the opportunity to gain experience in the field as well as useful contacts for the future.

Learning and teaching

Most of the teaching is interactive with teacher-led activities such as lectures, seminars and workshops combined with group work and more practical sessions. There are also opportunities for local fieldwork and work placements. Tutorial support is also available, particularly for the Final Year Project.

Assessment

The programme comprises of a series of modules. Four are taken in each semester with the Final Year Project (dissertation or work placement) being a double module. Students are assessed throughout the programme by a wide variety of methods that involve both continuous assessment and examinations.

The continuous assessment involves group and individual items. These include presentations, reports, business plans, events and policy critiques. These items are designed to reflect the types of tasks that will be encountered when working in the industry.



STUDY OPTIONS

Single Honours

Single Honours degree programmes focus on one subject. They generally focus around a 'core' of compulsory modules which are added to by a range of optional modules which enable you to tailor your degree towards your own interests.

Combined Honours

Combined Honours degree programmes enable you to study two subjects, either jointly (50%/50%) or in a main/subsidiary combination (75%/25%). In years 2 and 3, or if you wish to, a single Honours programme at the end of year 1.

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MODULES

Students pursue a core programme of event management modules which include subject-specific skills and a range of business techniques

Year 1

- An Introduction to Event Management
- Skills for Management
- The Social and Economic Context of Events
- Marketing and Consumers
- Managing and Leading People
- Managing Finance
- Events and the Environment
- An introduction to Venue Management

The modules taken at Year 2 employ higher level skills such as analysis and interpretation in exploring topics.

Year 2

- Planning, Delivering and Evaluating an Event
- Research Methods for Events
- Educational Events
- Sports Events
- Entrepreneurship
- Sustainable Business
- Conferences, Meetings, Incentive Travel and Exhibitions
- Business Communication

Study follows the same route as Year 2 but with the focus being in critical evaluation and reflection, culminating in the Final Year Project.

Year 3

- Festivals and Cultural Events
- Venue Management
- Event Tourism
- Green Events
- Presentation of Events
- Social Enterprise and Events



Career opportunities

The programme stimulates the development of a wide range of key skills. These include the ability to analyse problems and situations, the skill to think and write critically, the facility to communicate effectively and the competence to work with others.

There is a particular focus on the development of IT skills to industry standards. This helps enhance employability and includes the utilisation of industry software such as MS Project and MS Office.

The event industry is expanding rapidly and many graduates find jobs in one of the professionally related event sectors. These include event management agencies, companies, local authority leisure departments, festival consortia, tourist organisations, publishing, sport and entertainment.

For more information:

Course Enquiries and Applications

Telephone: +44 (0) 1962 827234

Email: course.enquiries@winchester.ac.uk



Explore the Winchester experience

Open Days are a great way to find out more about the course that you are interested in. It is also an opportunity to explore the campus and meet tutors and current students to discover what studying at Winchester is all about.

To find out when the next Open Day is visit www.winchester.ac.uk/opendays or contact the Student Recruitment team.

At the event, academics from all of our programmes will be around campus giving sessions about your subject of interest. Each of the sessions will include an overview of the course, entry requirements, the application process and an opportunity to ask any questions you might have.

Student Union representatives will also be available so you can find out more about Winchester's sports clubs, societies and community involvement.

As part of the campus tour you will see the halls of residence and the West Downs Student Village and find out more about living in Winchester. You will also be told about the student support services and scholarships and bursaries that are on offer.

If you miss any of the Open Days or are unavailable to attend – you can arrange a Campus Tour instead by contacting the Student Recruitment team.

Student Recruitment

Telephone: +44 (0) 1962 827089

Email: opendays@winchester.ac.uk



Finding out more...

Course Enquiries and Applications

Telephone: +44 (0)1962 827234

Email: course.enquiries@winchester.ac.uk

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**a large print version of this
booklet is available on request**