

Hertfordshire Business School

Title of Programme: BA (Hons) Event Management and Marketing

Course Code: BSISJEMM (Subang)
BSISBEMM (Sabah)

Type of Programme: Franchise provision

Programme Specification

This programme specification is relevant to students entering:
01 August 2015

Associate Dean of School (Academic Quality Assurance):
Denise Ball

Signature

Denise Ball

Programme Specification BA (Hons) Event Management and Marketing

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	INTI International College Subang and INTI College Sabah
University/partner campuses	INTI International College Subang and INTI College Sabah
Programme accredited by	Not applicable
Final Award	BA Honours
All Final Award titles	Event Management and Marketing
FHEQ level of award	6
UCAS code(s)	N/A
Language of Delivery	English

A. Programme Rationale

The programme is designed for students who wish to acquire specific knowledge in Marketing and in Event Management.

The structure of Event Management and Marketing is designed to enable students to acquire the knowledge, skills and values necessary for a career in marketing, tourism and the hospitality industry where events form an integral part of these industries. Students are given the academic and professional underpinning required to work in this creative, vibrant and dynamic sector.

Students research, analyse and present complex information and examine and compare academic theories. They build upon this knowledge listening to regular guest speakers, participating in student trips, studying real-world business case studies and engaging in problem-solving exercises; effectively combining theory and practice to deepen their understanding and hone their transferable skills.

The pathway prepares students for event management in both a national and an international context by exploring theoretical and practical cases from local and global perspectives. It develops expertise and competencies through a variety of learning, teaching and assessment approaches. The curriculum includes practical modules which provide students with the opportunity to apply the skills and learning from their pathway to planning and delivering events. This rich combination of theory and practice enables students to address the challenges, problems and issues in this fast-paced industry.

The mixture of academic development and skills-driven competencies provide students with a strong background knowledge of event planning and design, technical operations, risk management, product innovation, marketing communication, strategy and the ability to create the 'event experience' underpinned by sound marketing strategy

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- define, comprehend and analyse the attributes of various events and apply the knowledge and skills necessary for the management and planning of these events;
- develop an appreciation of the nature and context of event management as a synthesis of policy, planning and delivery mechanisms;
- identify, evaluate and creatively address the needs of the client, sponsors, the event consumer and other key stakeholders;
- recognise the economic, socio-cultural and environmental impacts of events in host areas and propose strategies to manage these effectively and to the benefit of host areas;
- obtain practical and/or international experience of event management based activity to enhance their learning and employability;
- enable students to undertake practical experience of marketing and enterprise-based activity to enhance their learning and employability;
- provide a foundation for further professional or postgraduate study;
- develop intellectual, creative and analytical ability to appraise problems and to offer solutions;
- develop interpersonal and specialist skills needed for a career in marketing and event management.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Hospitality, Leisure, Sport and Tourism and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2003 have been used as a guiding framework for curriculum design and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2010 have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
A1-The critical importance and centrality of the client, the event consumer and designing the 'event experience'	Acquisition A1 to A8 of knowledge and understanding is through a combination of lectures, seminars, tutorials, coursework, and project work at all levels of the programme.	Knowledge and understanding are assessed through a combination of examinations and assessed coursework. Assessment, which is both formative and summative, can take the form of essays, case studies, reports, seminar papers, multiple choice tests, portfolios and presentations.
A2- The technical skills relevant to planning events, risk management and the regulatory frameworks affecting events	Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.	
A3- The impacts of events and management strategies for generating positive event legacies		
A4- Key event stakeholders and the need to balance their needs and expectations	A3, A4 and A8 are further enhanced by the use of case studies of real-life practice and the use of guest speakers from the public sector and industry.	
A5- The key marketing concepts, practices and underpinning theory.		
A6- The complexities of organisations, in particular the way in which marketing interacts with other key business	A6 and A7 are encouraged through the use of case studies and study trips in modules.	

<p>functions.</p> <p>A7- The external environmental influence on the organisation and marketing management.</p> <p>A8- Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.</p>		
Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1-Research and assess subject specific facts, theories, paradigms, principles and concepts</p> <p>B2 -Critically assess and evaluate evidence;</p> <p>B3- Describe, analyse and critically interpret data, text information and research evidence</p> <p>B4 -Apply knowledge to the solution of familiar and unfamiliar problems</p> <p>B5- Develop a reasoned argument and challenge assumption</p> <p>B6-Utilise cognitive skills of synthesis</p> <p>B7- Assess theory and provide opinion based on reading and use of relevant theory.</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in Section A, above. The higher level skills are substantially developed at levels four and five, and particularly through advanced work.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study. Feedback on the variety of assessments throughout their time at UH helps students to further develop their individual learning plans and enhance their intellectual skills.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p>Intellectual skills specific to B1- B7are assessed via coursework assignments, case study reports, presentations, examinations and live projects and the integration of theory with practice.</p>
Practical skills - able to:	Teaching/learning methods & strategies	Assessment
<p>C1- Demonstrate competence in written and oral communication skills</p> <p>C2- Demonstrate competence in numeracy, computing and IT skills</p> <p>C3 - Demonstrate competence in interactive and group skills</p> <p>C4- Integrate marketing theory with practice through the 'applied' modules.</p>	<p>Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above and includes tutorials, group based projects, oral presentations, case studies and links with live projects.</p>	<p>Skill C1 is assessed through essays, reports, presentations, student-led seminars and examinations. Skill C2 is assessed within specific modules, and more integrally, as part of learning and assessment strategies throughout the programme. Skill C3 is assessed by group-based coursework, group presentations and poster presentations, and includes the use of wikis and/or student logs and reflections to ascertain individual contributions. Skill C4 is assessed through coursework assignments,</p>

		case study reports, presentations, examinations and live projects.
Transferable skills - able to:	Teaching/learning methods & strategies	Assessment
D1-Recognise and prepare for career opportunities within the workplace D2- Identify academic skills transferable to the workplace and plan for the acquisition of further relevant skills D3- Display competence in problem solving skills D4- Demonstrate an ability to work effectively in teams and independently D5 -Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments. D6 -Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference. D7- Communicate effectively, both orally and in writing. D8- Make effective use of Information Technology.	Transferable skills are developed through the programme by the methods and strategies outlined in sections A, B and C above. Skills D1 and D2 are developed particularly through the Enhancing Employability modules in Level 5 and encouraged throughout the programme. Skills D3- D8 are developed and promoted through the programme, most notably in the seminar-based work Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.	The Enhancing Employability modules require a portfolio of work for assessment, in which students demonstrate, through the completion of a variety of tasks, their knowledge of career opportunities within their industry, and the relevance of their academic skills to the workplace. Tasks also include role-play to prepare for the recruitment process and working in the business environment. Transferable skills are assessed through coursework, but particularly by case studies and problem-solving. Problem solving exercises are used for formative and summative assessment in a variety of modules.

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full-time mode over 3 years and leads to the award of BA (Hons) Event Management and Marketing.

Entry to the programme is normally at Level 4. Entry at Level 5 may be possible with suitable qualifications. Intake at INTI International College Subang (IICS) is normally at August (IICS Semester A), January (IICS Semester B) and April (IICS Semester C). Intake at INTI College Sabah (ICS) is normally at January (ICS Semester A), April (ICS Semester B) and August (ICS Semester C).

Professional and Statutory Regulatory Bodies
Not applicable.

Work-Based Learning, including Sandwich Programmes
Not applicable.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

✓1.6 / Main Programme Specification / January 2013 / AS
© University of Hertfordshire 2012

Modes of study: Full Time

ENTRY POINT: INTI International College SUBANG - Semester A (AUGUST)

LEVEL 4

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Principles of Marketing	4FBS1017 4FBS1058	15	English	0	100	0	A
Quantitative Methods for Business	4FBS1214 4FBS1218	15	English	50	50	0	A
Introduction to Business and Management	4FBS1215 4FBS1219	30	English	0	100	0	A + C
Introduction to Marketing Communications	4FBS1020 4FBS1061	15	English	0	100	0	B
The Event Industry	4FBS1216 4FBS1220	15	English	0	100	0	C
Global Perspectives in Business	4FBS1029 4FBS1062	15	English	0	100	0	C
Hospitality Services Management	4FBS1217 4FBS1221	15	English	0	100	0	C

Progression to Level 5 requires 120 credit points at Level 4. For students with less than 120 credits at Level 4 progression will be determined by the Programme Examination Board.

LEVEL 5

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Planning	5FBS1025 5FBS1103	15	English	0	100	0	A
Enhancing Employability in Event Management	5FBS1334 5FBS1338	15	English	0	100	0	A
Product Innovation	5FBS1028 5FBS1106	15	English	0	100	0	B
21st Century Consumer Marketing	5FBS1023 5FBS1101	15	English	50	50	0	B
Marketing for small enterprise	5FBS1030 5FBS1108	15	English	60	40	0	B
Event Strategy: Culture and Sporting Events	5FBS1335 5FBS1339	15	English	0	100	0	C
Olympic Impact and Legacies	5FBS1336 5FBS1340	15	English	50	50	0	C
Event Planning and Risk Management	5FBS1337 5FBS1341	15	English	0	100	0	C

Progression to Level 6 requires 240 credit points at Levels 4 and 5, of which at least 120 credit points must be at Level 5; for students with less than 240 credit points at Levels 4 and 5 progression will be determined by the Programme Examination Board.

LEVEL 6

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Social Networking and Enterprise	6FBS1064 6FBS1407	15	English	0	100	0	A
Sponsorship, Partnership and Finance	6FBS1404 6FBS1409	15	English	60	40	0	A
Market and Social Research	6FBS1061 6FBS1095	30	English	60	40	0	A + B
Contemporary Issues in Marketing	6FBS1094 6FBS1408	15	English	0	100	0	B
Operations Management for Events	6FBS1405 6FBS1410	15	English	70	30	0	C
Visitor Attraction Management	6FBS1406 6FBS1411	15	English	40	60	0	C
Business & Commercial Awareness	6FBS1062 6FBS1104	15	English	0	100	0	C

ENTRY POINT: INTI International College SUBANG - Semester B (JANUARY)

LEVEL 4

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Introduction to Business and Management	4FBS1215 4FBS1219	30	English	0	100	0	B + C
Principles of Marketing	4FBS1017 4FBS1058	15	English	0	100	0	C
Quantitative Methods for Business	4FBS1214 4FBS1218	15	English	50	50	0	C
Introduction to Marketing Communications	4FBS1020 4FBS1061	15	English	0	100	0	C
The Event Industry	4FBS1216 4FBS1220	15	English	0	100	0	A
Global Perspectives in Business	4FBS1029 4FBS1062	15	English	0	100	0	A
Hospitality Services Management	4FBS1217 4FBS1221	15	English	0	100	0	A

Progression to Level 5 requires 120 credit points at Level 4. For students with less than 120 credits at Level 4 progression will be determined by the Programme Examination Board.

LEVEL 5

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Planning	5FBS1025 5FBS1103	15	English	0	100	0	B
Enhancing Employability in Event Management	5FBS1334 5FBS1338	15	English	0	100	0	B
Marketing for the Small Enterprise	5FBS1030 5FBS1108	15	English	60	40	0	C
Event Strategy: Culture and Sporting Events	5FBS1335 5FBS1339	15	English	0	100	0	C
Product Innovation	5FBS1028 5FBS1106	15	English	0	100	0	C
21st Century Consumer Marketing	5FBS1023 5FBS1101	15	English	50	50	0	A
Olympic Impact and Legacies	5FBS1336 5FBS1340	15	English	50	50	0	A
Event Planning and Risk Management	5FBS1337 5FBS1341	15	English	0	100	0	A

Progression to Level 6 requires 240 credit points at Levels 4 and 5, of which at least 120 credit points must be at Level 5; for students with less than 240 credit points at Levels 4 and 5 progression will be determined by the Programme Examination Board.

LEVEL 6

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Social Networking and Enterprise	6FBS1064 6FBS1407	15	English	0	100	0	B
Market and Social Research	6FBS1061 6FBS1095	30	English	60	40	0	B + C
Sponsorship, Partnership and Finance	6FBS1404 6FBS1409	15	English	60	40	0	C
Contemporary Issues in Marketing	6FBS1094 6FBS1408	15	English	0	100	0	C
Operations Management for Events	6FBS1405 6FBS1410	15	English	70	30	0	C
Visitor Attraction Management	6FBS1406 6FBS1411	15	English	40	60	0	A
Business & Commercial Awareness	6FBS1062 6FBS1104	15	English	0	100	0	A

ENTRY POINT: INTI International College SUBANG - Semester C (APRIL)**LEVEL 4**

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Principles of Marketing	4FBS1017 4FBS1058	15	English	0	100	0	C
Quantitative Methods for Business	4FBS1214 4FBS1218	15	English	50	50	0	C
Introduction to Business and Management	4FBS1215 4FBS1219	30	English	0	100	0	C + A
Introduction to Marketing Communications	4FBS1020 4FBS1061	15	English	0	100	0	A
The Event Industry	4FBS1216 4FBS1220	15	English	0	100	0	A
Global Perspectives in Business	4FBS1029 4FBS1062	15	English	0	100	0	B
Hospitality Services Management	4FBS1217 4FBS1221	15	English	0	100	0	B

Progression to Level 5 requires 120 credit points at Level 4. For students with less than 120 credits at Level 4 progression will be determined by the Programme Examination Board.

LEVEL 5

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Planning	5FBS1025 5FBS1103	15	English	0	100	0	C
Enhancing Employability in Event Management	5FBS1334 5FBS1338	15	English	0	100	0	C
Marketing for the Small Enterprise	5FBS1030 5FBS1108	15	English	60	40	0	C
Event Strategy: Culture and Sporting Events	5FBS1335 5FBS1339	15	English	0	100	0	C
Product Innovation	5FBS1028 5FBS1106	15	English	0	100	0	A
Olympic Impact and Legacies	5FBS1336 5FBS1340	15	English	50	50	0	A
Event Planning and Risk Management	5FBS1337 5FBS1341	15	English	0	100	0	A
21st Century Consumer Marketing	5FBS1023 5FBS1101	15	English	50	50	0	B

Progression to Level 6 requires 240 credit points at Levels 4 and 5, of which at least 120 credit points must be at Level 5; for students with less than 240 credit points at Levels 4 and 5 progression will be determined by the Programme Examination Board.

LEVEL 6

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Social Networking and Enterprise	6FBS1064 6FBS1407	15	English	0	100	0	C
Sponsorship, Partnership and Finance	6FBS1404 6FBS1409	15	English	60	40	0	C
Contemporary Issues in Marketing	6FBS1094 6FBS1408	15	English	0	100	0	C
Market and Social Research	6FBS1061 6FBS1095	30	English	60	40	0	C + A
Operations Management for Events	6FBS1405 6FBS1410	15	English	70	30	0	A
Visitor Attraction Management	6FBS1406 6FBS1411	15	English	40	60	0	A
Business & Commercial Awareness	6FBS1062 6FBS1104	15	English	0	100	0	B

ENTRY POINT: INTI College SABAH - Semester A (JANUARY)**LEVEL 4**

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Introduction to Business and Management	4FBS1215 4FBS1219	30	English	0	100	0	A + B
Principles of Marketing	4FBS1017 4FBS1058	15	English	0	100	0	B
Quantitative Methods for Business	4FBS1214 4FBS1218	15	English	50	50	0	B
Introduction to Marketing Communications	4FBS1020 4FBS1061	15	English	0	100	0	B
The Event Industry	4FBS1216 4FBS1220	15	English	0	100	0	C
Global Perspective in Business	4FBS1029 4FBS1062	15	English	0	100	0	C
Hospitality Services Management	4FBS1217 4FBS1221	15	English	0	100	0	C

Progression to Level 5 requires 120 credit points at Level 4. For students with less than 120 credits at Level 4 progression will be determined by the Programme Examination Board.

LEVEL 5

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Planning	5FBS1025 5FBS1103	15	English	0	100	0	A
Enhancing Employability in Event Management	5FBS1334 5FBS1338	15	English	0	100	0	A
Marketing for the Small Enterprise	5FBS1030 5FBS1108	15	English	60	40	0	B
Event Strategy: Culture and Sporting Events	5FBS1335 5FBS1339	15	English	0	100	0	B
Product Innovation	5FBS1028 5FBS1106	15	English	0	100	0	B
21st Century Consumer Marketing	5FBS1023 5FBS1101	15	English	50	50	0	C
Olympic Impact and Legacies	5FBS1336 5FBS1340	15	English	50	50	0	C
Event Planning and Risk Management	5FBS1337 5FBS1341	15	English	0	100	0	C

Progression to Level 6 requires 240 credit points at Levels 4 and 5, of which at least 120 credit points must be at Level 5; for students with less than 240 credit points at Levels 4 and 5 progression will be determined by the Programme Examination Board.

LEVEL 6

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Social Networking and Enterprise	6FBS1064 6FBS1407	15	English	0	100	0	A
Market and Social Research	6FBS1061 6FBS1095	30	English	60	40	0	B+C
Sponsorship, Partnership and Finance	6FBS1404 6FBS1409	15	English	60	40	0	B
Contemporary Issues in Marketing	6FBS1094 6FBS1408	15	English	0	100	0	B
Operations Management for Events	6FBS1405 6FBS1410	15	English	70	30	0	B
Visitor Attraction Management	6FBS1406 6FBS1411	15	English	40	60	0	C
Business & Commercial Awareness	6FBS1062 6FBS1104	15	English	0	100	0	C

ENTRY POINT: INTI College SABAH - Semester B (APRIL)**LEVEL 4**

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Principles of Marketing	4FBS1017 4FBS1058	15	English	0	100	0	B
Quantitative Methods for Business	4FBS1214 4FBS1218	15	English	50	50	0	B
Introduction to Business and Management	4FBS1215 4FBS1219	30	English	0	100	0	B + C
Introduction to Marketing Communications	4FBS1020 4FBS1061	15	English	0	100	0	C
The Event Industry	4FBS1216 4FBS1220	15	English	0	100	0	C
Global Perspective in Business	4FBS1029 4FBS1062	15	English	0	100	0	A
Hospitality Services Management	4FBS1217 4FBS1221	15	English	0	100	0	A

Progression to Level 5 requires 120 credit points at Level 4. For students with less than 120 credits at Level 4 progression will be determined by the Programme Examination Board.

LEVEL 5

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Planning	5FBS1025 5FBS1103	15	English	0	100	0	B
Enhancing Employability in Event Management	5FBS1334 5FBS1338	15	English	0	100	0	B
Marketing for the Small Enterprise	5FBS1030 5FBS1108	15	English	60	40	0	B
Event Strategy: Culture and Sporting Events	5FBS1335 5FBS1339	15	English	0	100	0	B
Product Innovation	5FBS1028 5FBS1106	15	English	0	100	0	C
Olympic Impact and Legacies	5FBS1336 5FBS1340	15	English	50	50	0	C
Event Planning and Risk Management	5FBS1337 5FBS1341	15	English	0	100	0	C
21st Century Consumer Marketing	5FBS1023 5FBS1101	15	English	50	50	0	A

Progression to Level 6 requires 240 credit points at Levels 4 and 5, of which at least 120 credit points must be at Level 5; for students with less than 240 credit points at Levels 4 and 5 progression will be determined by the Programme Examination Board.

LEVEL 6

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Social Networking and Enterprise	6FBS1064 6FBS1407	15	English	0	100	0	B
Sponsorship, Partnership and Finance	6FBS1404 6FBS1409	15	English	60	40	0	B
Contemporary Issues in Marketing	6FBS1094 6FBS1408	15	English	0	100	0	B
Market and Social Research	6FBS1061 6FBS1095	30	English	60	40	0	B + C
Operations Management for Events	6FBS1405 6FBS1410	15	English	70	30	0	C
Visitor Attraction Management	6FBS1406 6FBS1411	15	English	40	60	0	C
Business & Commercial Awareness	6FBS1062 6FBS1104	15	English	0	100	0	A

ENTRY POINT: INTI College SABAH – Semester C (AUGUST)

LEVEL 4

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Principles of Marketing	4FBS1017 4FBS1058	15	English	0	100	0	C
Quantitative Methods for Business	4FBS1214 4FBS1218	15	English	50	50	0	C
Introduction to Business and Management	4FBS1215 4FBS1219	30	English	0	100	0	C + B
Introduction to Marketing Communications	4FBS1020 4FBS1061	15	English	0	100	0	C
The Event Industry	4FBS1216 4FBS1220	15	English	0	100	0	B
Global Perspective in Business	4FBS1029 4FBS1062	15	English	0	100	0	A
Hospitality Services Management	4FBS1217 4FBS1221	15	English	0	100	0	A

Progression to Level 5 requires 120 credit points at Level 4. For students with less than 120 credits at Level 4 progression will be determined by the Programme Examination Board.

LEVEL 5

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Planning	5FBS1025 5FBS1103	15	English	0	100	0	C
Enhancing Employability in Event Management	5FBS1334 5FBS1338	15	English	0	100	0	C
Product Innovation	5FBS1028 5FBS1106	15	English	0	100	0	A
21st Century Consumer Marketing	5FBS1023 5FBS1101	15	English	50	50	0	C
Marketing for small enterprise	5FBS1030 5FBS1108	15	English	60	40	0	A
Event Strategy: Culture and Sporting Events	5FBS1335 5FBS1339	15	English	0	100	0	B
Olympic Impact and Legacies	5FBS1336 5FBS1340	15	English	50	50	0	B
Event Planning and Risk Management	5FBS1337 5FBS1341	15	English	0	100	0	B

Progression to Level 6 requires 240 credit points at Levels 4 and 5, of which at least 120 credit points must be at Level 5; for students with less than 240 credit points at Levels 4 and 5 progression will be determined by the Programme Examination Board.

LEVEL 6

Compulsory Modules Module Title	Module Code Subang Sabah	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Social Networking and Enterprise	6FBS1064 6FBS1407	15	English	0	100	0	C
Sponsorship, Partnership and Finance	6FBS1404 6FBS1409	15	English	60	40	0	C
Market and Social Research	6FBS1061 6FBS1095	30	English	60	40	0	C + B
Contemporary Issues in Marketing	6FBS1094 6FBS1408	15	English	0	100	0	A
Operations Management for Events	6FBS1405 6FBS1410	15	English	70	30	0	B
Visitor Attraction Management	6FBS1406 6FBS1411	15	English	40	60	0	B
Business & Commercial Awareness	6FBS1062 6FBS1104	15	English	0	100	0	B

The award of an honours degree requires 360 credit points, with at least 240 credit points at Level 5 or above, of which at least 120 credit points must be at Level 6.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate*	45 credit points at level 4	4
Certificate of Higher Education Event Management and Marketing	120 credit points at level 4	4, 5
University Diploma Event Management and Marketing	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education Event Management and Marketing	240 credit points including at least 120 at level 5	5, 6
BA Event Management and Marketing	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA (Hons) Event Management and Marketing	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6

*These are untitled interim awards

E. Support for students and their learning

Students are supported by;

- Director of Studies, University of Hertfordshire, located at Subang Campus.
- A Dean of School or Head of School at the respective campus.
- A Head of Programme (HoP) to manage the programme and support students' learning such as coordinating study plans, managing academic progression, and providing academic counseling.
- Head of INTI and Laureate International Partnerships at the University of Hertfordshire Business School
- Link Tutor from the University of Hertfordshire Business School
- A Programme Committee, the membership of which includes the Link Tutors and students
- An extensive Learning Resources Centre, incorporating a library and computer centre.
- A team of Academic Support Tutors.
- A Teaching & Learning Department/Unit.
- An International Students Centre.
- Campus Counseling Centre.
- The Students' Body – INTIMA.
- A Careers Service for all current students and graduates.
- StudyNet, a versatile on-line interactive intranet and learning environment.
- Black Board, a versatile on-line interactive intranet and learning environment.
- UH Club (Subang) and student representatives.
- Student Feedback Scheme (all campuses) and Student Helpdesk (Subang).
- Student Services and Customer Care Team (Sabah).

F. Entry requirements

The normal entry requirements for the programme are:

Academic Requirements:

- A-Levels: 2 principle passes; **OR**
- STPM: 2 full passes in any two subjects; **OR**
- Unified Examination Certificate (UEC): minimum 5Bs and a pass in English; **OR**
- INTI Foundation in Business and IT: minimum CGPA of 2.0; **OR**
- Diploma in Accounting or equivalent: minimum of CGPA of 2.0; **OR**
- Equivalent Matriculation and/or Pre-University Programmes; **OR**
- Equivalent qualifications to be assessed by the INTI School's Portfolio Review Committee (SPRC).

English Language and Mathematics Requirements:

Malaysian Students

- i) SPM English: Credit

Malaysian students without credit in SPM English will be assessed on their command of English by the INTI EPT and/or by completion of English Proficiency Programme (EIP).

Non-Malaysian students:

- i) IELTS: 6.0 and above with no less than 5.5 in any band; **OR**
- ii) TOEFL 550 and above; **OR**
- iii) Equivalent English language qualifications.

Note: Entry requirements are subject to changes on approval by both INTI and the Hertfordshire Business School.

Entry with Accredited Prior Learning (APL)

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL)

Students who have successfully completed the INTI Diploma or its equivalent (APCL) and have **achieved an overall CGPA of 2.0 and above may apply into the programme with module to module credit transfer**. INTI's credit transfer policies and best practices apply.

Students applying for APEL would need to be approved by the Hertfordshire Business School.

Section 2

Programme management

Relevant QAA subject benchmarking statements	Hospitality, Leisure, Sport and Tourism
Date of validation/last periodic review	May 13
Date of production/ last revision of PS	June 2015
Relevant intakes	All students entering/progressing in August 2015
Administrative School	Hertfordshire Business School

Table 3 Course structure

Course details					
Course code	Course description			JACS	
BSISJEMM – Subang BSISBEMM - Sabah	BA (Hons) Event Management and Marketing			N100	
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
EMMISJA1F	A	Event Management and Marketing	1	INTI, Subang Jaya	Full-time
EMMISJA2F	A	Event Management and Marketing	2	INTI, Subang Jaya	Full-time
EMMISJA3F	A	Event Management and Marketing	3	INTI, Subang Jaya	Full-time
EMMISJB1F-1	B	Event Management and Marketing	1	INTI, Subang Jaya	Full-time
EMMISJB1F-2	B	Event Management and Marketing	1	INTI, Subang Jaya	Full-time
EMMISJB2F-1	B	Event Management and Marketing	2	INTI, Subang Jaya	Full-time
EMMISJB2F-2	B	Event Management and Marketing	2	INTI, Subang Jaya	Full-time
EMMISJB3F-1	B	Event Management and Marketing	3	INTI, Subang Jaya	Full-time
EMMISJB3F-2	B	Event Management and Marketing	3	INTI, Subang Jaya	Full-time
EMMISJC1F-1	C	Event Management and Marketing	1	INTI, Subang Jaya	Full-time
EMMISJC1F-2	C	Event Management and Marketing	1	INTI, Subang Jaya	Full-time

EMMISJC2F-1	C	Event Management and Marketing	2	INTI, Subang Jaya	Full-time
EMMISJC2F-2	C	Event Management and Marketing	2	INTI, Subang Jaya	Full-time
EMMISJC3F-1	C	Event Management and Marketing	3	INTI, Subang Jaya	Full-time
EMMISJC3F-2	C	Event Management and Marketing	3	INTI, Subang Jaya	Full-time

Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
EMMISBB1F-1	B	Event Management and Marketing	1	INTI, Sabah	Full-time
EMMISBB1F-2	B	Event Management and Marketing	1	INTI, Sabah	Full-time
EMMISBB2F-1	B	Event Management and Marketing	2	INTI, Sabah	Full-time
EMMISBB2F-2	B	Event Management and Marketing	2	INTI, Sabah	Full-time
EMMISBB3F-1	B	Event Management and Marketing	3	INTI, Sabah	Full-time
EMMISBB3F-2	B	Event Management and Marketing	3	INTI, Sabah	Full-time
EMMISBC1F-1	C	Event Management and Marketing	1	INTI, Sabah	Full-time
EMMISBC1F-2	C	Event Management and Marketing	1	INTI, Sabah	Full-time
EMMISBC2F-1	C	Event Management and Marketing	2	INTI, Sabah	Full-time
EMMISBC2F-2	C	Event Management and Marketing	2	INTI, Sabah	Full-time
EMMISBC3F-1	C	Event Management and Marketing	3	INTI, Sabah	Full-time
EMMISBC3F-2	C	Event Management and Marketing	3	INTI, Sabah	Full-time
EMMISBA1F	A	Event Management and Marketing	1	INTI, Sabah	Full-time
EMMISBA2F	A	Event Management and Marketing	2	INTI, Sabah	Full-time
EMMISBA3F	A	Event Management and Marketing	3	INTI, Sabah	Full-time

The programme is managed by;

- A Dean of School or Head of School and Head of Programme.
- Head of Programme is responsible for the day to day management and who advise students on the programme as a whole.
- Programme Officer will assist the Head of Programme in the management of the programme.

- Marketing Officers, with specific responsibility for open days and selection of students.
- Head of INTI and Laureate International Partnerships at the University of Hertfordshire Business School
- Link Tutor from the University of Hertfordshire Business School
- A Programme Committee, the membership of which includes the Link Tutors and students

Programme-specific assessment regulations

The programme is compliant with the University's generic assessment regulations (Structure and Assessment Regulations for Academic Programmes, [UPR AS14](#)).

Further points of clarification and interpretation relevant to this specific programme are given below:

- INTI operates a strict attendance requirement policy. Attendance at each individual module is monitored by INTI staff.
- Students who fall below this requirement will need to re-enrol on the module(s) affected.
- Penalties related to non-attendance are detailed by the campus documentation and are at the discretion of the Exam Board.
- Students must pass English for Business Studies 1 (INTI Module) to progress to Level 5.
- Students have to pass English for Business Studies 2 (INTI Modules) to progress to Level 6
- The Malaysian Qualifications Agency (MQA) mandates that a number of additional subjects be studied alongside undergraduate programmes. Students are required to pass these in order to graduate.

INTI Modules Module Title	Module Code	INTI Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Malaysian General Studies U1	INTI	3	English	30	70	0	ABC
Malaysian General Studies U1	INTI	3	English	30	70	0	ABC
Malaysian General Studies U2	INTI	3	English	30	70	0	ABC
Malaysian General Studies U3	INTI	3	English	30	70	0	ABC
Malaysian General Studies U4	INTI	2	English	30	70	0	ABC

Other sources of information

- Definitive Module Documents
- Module Guides
- Student Handbook
- Programme Specification website:
(StudyNet → Staff → Department Lists → Academic Quality Office → Programme Management → Programme Specifications)
- University of Hertfordshire Course website:
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website: <http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp>
- The Framework for Higher Education Qualifications in England, Wales and Northern Ireland, 2008: <http://www.qaa.ac.uk/academicinfrastructure/FHEQ/EWNI08/default.asp>
- SEEC Credit Level Descriptors for Further and Higher Education 2003: <http://www.seec-office.org.uk/creditlevel descriptors2003.pdf>
- External Quality Review report website:
http://www.qaa.ac.uk/revreps/inst_reports.asp?instID=H-0060

- Malaysian Ministry of Higher Education: www.mohe.gov.my
- Malaysian Qualifications Agency: www.mqa.gov.my/mqr
- Malaysian Qualification Framework: www.mqa.gov.my/mqf
- UNISTATS website:
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality Office website:
(StudyNet→ Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:
<http://www.herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and General Educational Aims, UPR TL01:
<http://www.herts.ac.uk/secreg/upr/TL01.htm>
- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:
<http://www.herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:
<http://www.herts.ac.uk/secreg/upr/AS17.htm>
- Index of UPRs for students:
http://www.herts.ac.uk/secreg/upr/upr_azlist_student_info.htm

Other information relevant to the programme

INTI Colleges Subang Jaya, Sabah and Penang operate on a basis of 2.5 semesters per annum, with the short semester beginning in January. There are 3 intakes to the programme per year (January, April and August). The Malaysian Qualifications Agency (MQA) mandates that a number of additional subjects be studied alongside undergraduate programmes.

University policies relevant to the Programme

The University undertakes to use all reasonable endeavours to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects ([UPR RE01](#)) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.

Signed *Denise Ball*

Date: 24.07.15

Denise Ball
Associate Dean of School (Academic Quality Assurance)

If you would like this information in an alternative format please contact:
Julie Wendell, Senior Administrator (Overseas
Programmes), j.a.wendell@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring
and Evaluation Report (AMER) and/or the External Examiner's Report
for the programme, please email a request to aqo@herts.ac.uk

BA (Honours) Event Management and Marketing

Table 2: Development of Pathway Learning Outcomes in the Compulsory Constituent Modules

This map identifies where the programme learning outcomes are assessed in the compulsory constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																											
		Knowledge & Understanding								Intellectual Skills							Practical Skill				Transferable Skills								
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6	D7	D8	
Module Title	Module Code	See Campus Module Code Matrix for DMD Code Numbers																											
Level 4	Principles of Marketing					x	x	x	x	x	x	x	x	x	x	x	x	x	x	x							x	x	
	Quantitative Methods for Business		x	x							x	x	x		x	x		x	x	x	x	x	x					x	
	Introduction to Business and Management				x	x		x	x	x	x	x		x		x	x	x				x		x			x	x	
	Introduction to Marketing Communications	x	x			x			x	x	x	x				x	x		x	x				x	x		x	x	
	The Event Industry	x	x	x		x	x		x	x	x	x				x	x		x	x		x	x	x	x	x	x	x	
	Global Perspective in Business				x			x	x	x	x	x	x	x	x		x		x			x		x	x	x	x	x	
	Hospitality Services Management		x				x	x	x	x	x	x	x		x	x	x		x				x		x		x	x	
Level 5	Marketing Planning		x	x		x	x	x				x	x		x	x	x		x	x				x	x		x		
	Product Innovation			x	x	x			x	x	x	x		x		x	x							x	x		x		
	Enhancing Employability in Event Management				x				x	x	x	x	x				x	x	x		x		x	x	x		x		
	21st Century Consumer Marketing	x				x	x			x		x		x		x	x								x	x	x		
	Event Strategy: Culture and Sporting Events	x	x	x	x					x		x		x	x	x	x	x	x	x	x	x	x	x	x		x		
	Marketing for small enterprise			x			x	x	x		x	x		x		x	x		x			x		x	x		x		
	Olympic Impact and Legacies		x	x			x			x	x	x				x	x		x						x		x		
Level 6	Event Planning and Risk Management	x	x	x		x		x		x	x	x	x	x		x	x		x				x	x	x		x		
	Social Network and Enterprise		x	x	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x	x		x	x	x	x		
	Market and Social Research					x				x	x	x	x	x	x		x	x	x	x	x	x		x	x	x	x		
	Contemporary Issues in Marketing		x			x				x	x	x	x	x	x	x	x	x					x	x	x		x		
	Sponsorship, Partnership and Finance	x	x	x	x		x				x	x		x		x	x			x				x	x	x		x	
	Operations Management for Events		x	x							x	x	x	x			x	x	x	x	x	x	x	x	x	x	x		
	Visitor Attraction Management	x	x					x		x	x	x	x	x		x	x	x	x		x	x	x		x	x	x		
Business & Commercial Awareness	x	x					x		x	x	x	x	x		x	x	x	x				x	x	x	x	x			

Key to Programme Learning Outcomes

Knowledge and Understanding e.g.

- A1- The critical importance and centrality of the client, the event consumer and designing the 'event experience'
- A2- The technical skills relevant to planning events, risk management and the regulatory frameworks affecting events
- A3- The impacts of events and management strategies for generating positive event legacies
- A4- Key event stakeholders and the need to balance their needs and expectations
- A5- The key marketing concepts, practices and underpinning theory.
- A6- The complexities of organisations, in particular the way in which marketing interacts with other key business functions.
- A7- The external environmental influence on the organisation and marketing management.
- A8- Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.

Intellectual Skills e.g.

- B1- Research and assess subject specific facts, theories, paradigms, principles and concepts
- B2- Critically assess and evaluate evidence;
- B3- Describe, analyse and critically interpret data, text information and research evidence
- B4- Apply knowledge to the solution of familiar and unfamiliar problems
- B5- Develop a reasoned argument and challenge assumption
- B6- Utilise cognitive skills of synthesis
- B7- Assess theory and provide opinion based on reading and use of relevant theory.

Practical Skills

- C1- Demonstrate competence in written and oral communication skills
- C2- Demonstrate competence in numeracy, computing and IT skills
- C3 - Demonstrate competence in interactive and group skills
- C4- Integrate marketing theory with practice through the 'applied' modules.

Transferable Skills

- D1- Recognise and prepare for career opportunities within the workplace
- D2- Identify academic skills transferable to the workplace and plan for the acquisition of further relevant skills
- D3- Display competence in problem solving skills
- D4- Demonstrate an ability to work effectively in teams and independently
- D5 - Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments
- D6 - Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.
- D7- Communicate effectively, both orally and in writing.
- D8- Make effective use of Information Technology.