



# Programme Handbook

**BA (Hons) Events Management**

2024/2025

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## **Sources of Additional Information**

### **The Canvas Online Learning Environment**

Information and learning materials for your modules will be provided on the Canvas Learning Management System. Please check the announcements regularly and any other communication methods used for your programme. Canvas will form an important part of your learning experience. Please let your Module Leader know if you encounter any problems accessing this material.

### **Student Handbook**

The Student Handbook contains essential information to support your success and the enjoyment of your study at British University Vietnam. Therefore, it is highly recommended that you read this handbook carefully. If there is any unclear information, kindly reach out to our university staff for clarification. Student Handbook is available for access on your Canvas Learning Environment, under tab Student Resources.

### **Module Handbooks**

Your programme is comprised of several individual modules, each with its own detailed information provided in a separate module handbook. All module handbooks are available for you to access via the Canvas Learning Environment, under the **Student Resources** tab.

### **Student Support**

For general information relating to support services, kindly contact our Student Information Office at:

Email: [studentservice@buv.edu.vn](mailto:studentservice@buv.edu.vn)

Hotline: 0936 376 136

For wider information about the Student Services available to you, visit [student pages on SU website](#). You can also use the [Report and Support pages](#) available for students to both report incidents and to find different avenues of support, both internally and externally.



## Welcome

### An Introduction to British University Vietnam

We are proud to announce that our university is the first British university to be established in Vietnam, and the only university anywhere in the world to offer the British Ambassador's Scholarship. In August 2022, BUV was officially announced as the first university in Vietnam to be awarded a **5-star Excellent University** rating from the internationally acknowledged QS organisation. Specifically, the University was awarded 5 stars on the following criteria: **Teaching, Employability, Academic Development, Facilities, Social Responsibilities, and Inclusiveness.**

As an undergraduate student at British University Vietnam (BUV), you have access to all benefits a recognised British University's degree can offer, along with a unique and 100% British learning experience, without having to leave your home country. The quality of your courses, the standard of academic excellence, together with the teaching and learning style are on the same level as other courses in any British university.

Your undergraduate degree will be awarded by Staffordshire University, one of our institutional partners in the UK. Staffordshire University has been working closely with the academic staff at British University Vietnam to ensure that your learning experience and the overall quality of your graduate degree are identical to those of students who are studying in the UK. It means you will not only study the entire course in English, but also learn to develop your own independent skills in writing argumentative essays, delivering persuasive presentations, collaborating in teams and contributing in group discussion. You will be required to manage your time effectively, while continuing to be an active learner and constantly contribute to your own personal development.

### An Introduction to Staffordshire University

Staffordshire University (SU) is named after its home county, Staffordshire in Central England. The university possesses a long and rich history of over 120 years in education and has been recognised globally for its top-quality courses in various majors. Today it continues to support more than 17,800 students in two main campuses Stoke-in-Trent and Stafford in the UK.

Staffordshire University has many special characteristics that make it unique. However, the one that stands out the most is its strong commitment to improve the quality of higher education across the world. As part of this commitment, the University has offered a large number of learning opportunities in many countries including Spain, France, Greece, India, Sri Lanka, Oman, China, Malaysia and of course, Vietnam. There are over 6,000 students studying with Staffordshire University in different partner institutes over the world.

SU's strong commitments and great reputation in top-quality higher education courses have matched our mission and vision perfectly and make it an ideal educational partner for BUV. Both institutions are committed to work side by side to ensure that the quality of your study and learning experience is on the same level with what experienced by the students at Staffordshire University in the UK.

### A message from the Dean

Welcome to British University Vietnam (BUV), partnering within Staffordshire University to deliver and award your degree. At BUV we are really proud that our world-class programmes have a global reach, and we are proud to work in partnership with Staffordshire University. As we say, a BUV degree is a British Degree!

At BUV we are committed to ensuring that our programmes are relevant and contemporary; and that our staff are highly qualified, internationally educated, experts in their fields. We are confident that you will have an excellent experience studying with us and will be advocates of BUV's mission and values as you progress through your studies and become our alumni. To embody these values, your degree and its accompanying Professional and Social Growth Programme (PSG) will focus on developing the following Graduate Attributes:

**Empathetic and Ethical** - Demonstrates professional integrity, while at the same time valuing diversity, emotional intelligence and respect for the values and perspectives of others.

**Confident and Professional** - Self-confident, yet mindful of professional, social and cross-cultural norms that shape behavioural expectations in the workplace.

**Collaborative** - The ability to identify and build teams in the workplace with people who are cross-disciplinary in language, skills and background

**Innovative Problem Solvers** - Adept ideators, employing a positive disposition and resilience to the collective creation of innovative ideas and solutions.

**Sustainability Mindset** - Demonstrating careful consideration of the social, cultural and environmental issues that are impacting Vietnam and the world.

**Lifelong Learners** - Employing reflexive thinking and learning how to relearn for continuous personal and professional growth.

**Career Ready** - Demonstrate the ability to apply current knowledge, skills and experience to future career choices and opportunities.

Should you ever need help in developing these attributes, pursuing your own goals, or understanding your programme in any way, I encourage you to reach out to our faculty who will be happy to help you! I wish you the very best of luck in your studies.

**Dr. Jason MacVaugh**

Dean (Higher Education)

## University Contact Points

The official communication channels in every course are **Student emails and Canvas LMS**. Students are expected to use Student emails to contact and communicate with the Academic Team throughout the course.

For any module related matters, it is recommended that all communications should be done via Canvas LMS. For any other supports related to Academic Administration, your first point of contact should always be the **Student Information Office** located at the **Student Information Counter** on level 2, BUV Campus.

<b>Admission Office</b> Provides support and guidance for inquiries relate to all Admissions procedure including pre-arrival inquiries.	admissions@buv.edu.vn
<b>Course Office</b> Provides support and guidance for inquiries relate to Timetable, Class Arrangement, Status changes, Course Operations, Programme and Module Administration.	courseoffice@buv.edu.vn
<b>Student Information Office</b> Provides support and guidance for inquiries relate to Attendance Records and the first point of contact for any other general inquiries and meeting bookings.	studentservice@buv.edu.vn
<b>Student Academic Support Office</b> Provides support and guidance for inquiries relate to all academic supports including Student Tutor Programme and Faculty Learning Support.	academic-support@buv.edu.vn
<b>Student Engagement</b> Provides general support and guidance for student activities, student life and employability activities.	se@buv.edu.vn
<b>Student Engagement - Career Services</b> Organises employability skill trainings and industry exposure activities; provides personalised support and guidance on career navigation, career planning, internships, and other career related inquiries	se-careers@buv.edu.vn

<b>Student Engagement- Student Life</b> Provides support and guidance for inquiries related to student life on campus including student activities and student clubs.	se-studentlife@buv.edu.vn
<b>Well-being and Psychological Counselling</b> Provides support and guidance student's well-being matters, including psychological counselling services.	student-wellbeing@buv.edu.vn
<b>Learning Resources Centre</b> Provides support and guidance for inquiries relate to Student Ipad, Learning Resources Facilities including On-campus Library.	buv-lrc@buv.edu.vn
<b>Canvas Learning Management System</b> Provides support and guidance for inquiries relate to Canvas Learning Management System.	buv-lms@buv.edu.vn
<b>Exam Office</b> Provides support and guidance for inquiries relate to Exam Timetable, Exam regulations.	examoffice@buv.edu.vn
<b>Academic Compliance Office</b> Provides support and guidance for inquiries relate to Academic Misconduct, Academic Regulations and Exceptional Circumstances.	aca.compliance@buv.edu.vn
<b>Central of Academic Information Services - CAIS</b> Provides support and guidance for inquiries relate to Exam Results, Student Records, Transcripts and Academic records.	cais@buv.edu.vn
<b>International Office</b> Provides support and guidance for inquiries relate to Global Mobility, including Exchange and Transfer Programmes and International Study Tours.	international@buv.edu.vn
BUV welcomes feedback on all aspects related to your study and overall experience at the University. Your feedback is strictly confidential and will be reviewed/ assessed by members of the University's Senior Management Team for further actions if required.	
<b>General feedback</b>	<a href="mailto:feedback@buv.edu.vn">feedback@buv.edu.vn</a>

## Academic Contact Points

<b>Appointment</b>	<b>Name</b>	<b>E-mail address</b>
Dean (Higher Education)	Associate Professor Jason MacVaugh	dean@buv.edu.vn
Head of Centre for Research and Innovation	Associate Professor Mike Perkins	mike.p@buv.edu.vn
Head of Academic Quality	Dr. Jyotsna Bijalwan	jyotsna.b@buv.edu.vn
Head of Post-Graduate Studies	Dr. Simon Kimber	simon.k@buv.edu.vn
Discipline Lead - Business (University of London)	Mark Harris	mark.h@buv.edu.vn
Discipline Lead - Business (Accounting, Finance & Economics)	Dr. Dong Manh Cuong	manhcuong.d@buv.edu.vn
Programme Lead - Accounting and Finance	Maredi Lamet	maredi.l@buv.edu.vn
Discipline Lead - Business (Management and Marketing)	Dr. Ashvari Subramaniam	kumarashvari.s@buv.edu.vn
Programme Lead - International Business Management	Don Hickerson	don.h@buv.edu.vn
Programme Lead - Marketing Management	Dr. Tingting Xie	tingting.x@buv.edu.vn
Discipline Lead - Computing & Innovative Technologies	Dr. Ali Al-Dulaimi	ali.d@buv.edu.vn
Programme Lead - Computer Games Design and Programming/ Games Art	David Holloway	david.h@buv.edu.vn
Programme Lead - Cyber Security/ Cloud Technologies	Dr. Hamza Mutaher	hamza.a@buv.edu.vn
Discipline Lead - Communication and Creative Industries	Dr. Paul D.J. Moody	paul.m@buv.edu.vn
Programme Lead - Contemporary Creative Practices	Richard Childs	richard.c@buv.edu.vn
Discipline Lead - Tourism and Hospitality Management	Dr. Maren Viol	maren.v@buv.edu.vn
Programme Lead - Event Management	Lee McMillan	lee.m@buv.edu.vn



<b>Appointment</b>	<b>Name</b>	<b>E-mail address</b>
Teaching Faculty	Adrian Wee (Dr.)	adrian.w@buv.edu.vn
	Aiwa Romy (Dr.)	aiwa.r@buv.edu.vn
	Ajaykumar Pillai	ajay.p@buv.edu.vn
	Alex Gaja-Ortega	alex.g@buv.edu.vn
	Ali Al-Dulaimi (Dr.)	ali.d@buv.edu.vn
	Anchit Bijalwan (Dr.)	anchit.b@buv.edu.vn
	Andrew Batchelor (Dr.)	andrew.b@buv.edu.vn
	Ashvari Subramaniam (Dr.)	kumarashvari.s@buv.edu.vn
	Bilal Aslam (Dr.)	bilal.a@buv.edu.vn
	Bui Ngoc Mai (Dr.)	mai.bn@buv.edu.vn
	Chris Kiranne (Dr.)	christopher.j@buv.edu.vn
	Chris Schmidt	chris.s@buv.edu.vn
	Dang Quang Vinh (Dr.)	vinh.dq4@buv.edu.vn
	Darius Postma	darius.p@buv.edu.vn
	David Holloway	david.h@buv.edu.vn
	Dineshkumar Rajendran	dineshkumar.r@buv.edu.vn
	Don Hickerson	don.h@buv.edu.vn
	Dong Manh Cuong (Dr.)	manhcuong.d@buv.edu.vn
	Donie Jardeleza (Dr.)	donie.j@buv.edu.vn
	Fraser Harrison	fraser.h@buv.edu.vn
	Hamza Mutaher (Dr.)	hamza.a@buv.edu.vn
	Hoang Bao Long	long.hb2@buv.edu.vn
	Houston Rodrigues (Dr.)	huoston.b@buv.edu.vn
	James McGaughran	james.mg@buv.edu.vn
	James McMillan	james.mcmillan@buv.edu.vn
	James Parkins	jimmy.p@buv.edu.vn
	Jed Clarke	jed.c@buv.edu.vn
	Joey Lai	joey.lai@buv.edu.vn
	Jon Neale	jonathan.n@buv.edu.vn
	Julien Psomas	julien.p@buv.edu.vn

	Jyotsna Bijalwan (Dr.)	jjyotsna.b@buv.edu.vn
	Karl Russell (Dr.)	karl.r@buv.edu.vn
	Kostas Tsontos	kostas.t@buv.edu.vn
	Lee McMillan	lee.m@buv.edu.vn
	Luu Thi Thao Nguyen (Dr.)	nguyen.ltt1@buv.edu.vn
	Maredi Lamet	maredi.l@buv.edu.vn
	Maren Viol (Dr.)	maren.v@buv.edu.vn
	Mark Harris	mark.h@buv.edu.vn
	Mark Wheaton (Dr.)	mark.w@buv.edu.vn
	Michael Lomax	michael.l@buv.edu.vn
	Mike Perkins (Asso. Professor)	mike.p@buv.edu.vn
	Nguyen Hoang Son	son.nh5@buv.edu.vn
	Nguyen Ngoc Quy	quy.nn1@buv.edu.vn
	Nguyen Trang Linh	linh.nt21@buv.edu.vn
	Olivier de Chauliac	olivier.c@buv.edu.vn
	Paul D. J. Moody (Dr.)	paul.m@buv.edu.vn
	Pham Hai Chung (Dr.)	chung.ph@buv.edu.vn
	Pham Thuy Duong	duong.pt4@buv.edu.vn
	Richard Child	richard.c@buv.edu.vn
	Sandra Schneiderman	sandra.s@buv.edu.vn
	Shashi Chaudhary (Dr.)	shashikant.c@buv.edu.vn
	Shruthi Gopi	shruthi.g@buv.edu.vn
	Simon Kimber (Dr.)	simon.k@buv.edu.vn
	Sven Pfrommer	sven.p@buv.edu.vn
	Tingting Xie (Dr.)	tingting.x@buv.edu.vn
	Tran Phuong Thao Ngoc	ngoc.tpt1@buv.edu.vn
	Viju Prakash (Dr.)	viju.m@buv.edu.vn
	Vivi Maltezou (Dr.)	vivi.m@buv.edu.vn
	Yulia Tregubova (Dr.)	yulia.t@buv.edu.vn

## **Equality, Diversity and Inclusion**

We are committed to promoting and enabling a positive culture where staff, students and visitors are confident to be their authentic selves. We focus on inclusion as a way to ensure equality of opportunity for all our people and to demonstrate our commitment to Equality, Diversity and Human Rights. This commitment is reflected in our [Student Equal Opportunities and Diversity Policy](#) and SU's [Equality, Diversity and Inclusion Statement and Framework](#), which underpin our course development and delivery.

## **Support and Guidance**

We endeavour through our support systems to support you in all relevant areas of your programme – whether relating to professional, academic and/or personal development.

### **Academic support**

At BUV, we are committed to providing comprehensive academic support beyond the classroom to ensure your success throughout your educational journey. Our Student Academic Support (SAS) Office is the central point of contact whenever you require guidance or assistance in achieving your academic goals. We strongly encourage you to make full use of these valuable resources to enhance your learning experience, overcome challenges, and excel academically.

If you have any questions or need support, please do not hesitate to contact us at [academic-support@buv.edu.vn](mailto:academic-support@buv.edu.vn).

### **Support and wellbeing**

At British University Vietnam, we are committed to supporting all our students and there are a wide range of services available to you.

#### **Student Support**

For general information relating to support services, kindly contact our Student Information Office at:

Email: [studentservice@buv.edu.vn](mailto:studentservice@buv.edu.vn)

Hotline: 0936 376 136

#### **Student Well-being Support**

At BUV, we understand it is totally normal to feel overwhelmed and crushed sometimes, and we want you to know that we are here for you. Reach out to us and talk to us whenever you feel lost or unsure. Simply email our Student Wellbeing and Psychological Counsellor at [student-wellbeing@buv.edu.vn](mailto:student-wellbeing@buv.edu.vn), we will arrange a private and confidential meeting for you to express all your concerns and worries with an expert to find the best way for you to thrive in your current circumstance.

**Student Association Committee (SAC)**

SAC is the official representative body of the undergraduate students' interests and concerns. They have 07 members with clear responsibilities that support the BUV Student Community. You can reach out to them if you need any help during your study and student life journey via:

Fanpage: [BUV Student Association Committee](#)

Instagram: [@sacbuy](#)

Email: [sac@st.buv.edu.vn](mailto:sac@st.buv.edu.vn)

## **An Introduction to your Programme**

The Events Management degree aims to create a learner-centred success culture which will:

- Provide a stimulating learning experience and environment that offers cutting edge experience for students to develop their potential to become outstanding graduates and event practitioners within an international business community.
- Develop students who have a critical awareness of events issues, are able to articulate this awareness with respect for others, are willing and able to embrace change and are focused on their achievements.
- Foster an academic community which promotes lifelong learning, supported by research and practice and problem based informed teaching and learning
- Support flexible learning with technologies to reflect and anticipate student needs
- Provide stimulating and challenging learning opportunities and work-related experiences to enable full simulation and/or utilise students existing or previous experience
- Provide a coherent, clearly defined programme of study of events organisations and their management, encompassing the broadening scope of organisations in the context of increasing change and complex societal and environmental demands.
- Provide a learning experience that reflects the importance of and celebrates diverse communities and enables inclusivity of all those wishing to engage in learning and development.
- Provide a programme of timely assessment and feedback which enables students to become self-aware, reflective and independent learners; partners in, contributors to and co-owners of their development and life-long learning and success.
- Provide a programme of development that inspires and interests students to develop a passion for their subject and for learning and to encourage further development and study.
- Provide an opportunity for full time students to have a real experience through a managed and supported year-long work placement programme or shorter work experience, and through application of principles, models and theories within real-life settings.

### **What is distinctive about this programme?**

The programme will have at its core the notion of events being about transformation, of individuals and their lives and of organisations and communities, and the role that our graduates will have in those communities as business transformers. There will be engagement with employers, a focus on real-life scenarios and activities to foster understanding of the integrated nature of functional areas. The focus and development of employability and digital skills is a cornerstone of the award. This means acquiring and understanding academic knowledge and being able to confidently apply this knowledge in



practice through being adept communicators, good team workers, having good interpersonal skills, being critical (and able to accept and build on criticism), having the ability to solve problems, make decisions and being able to manage their own time. Students will develop these skills (as a Staffordshire University Business School Graduate) as a distinctive part of their learning journey, able to demonstrate impact, excellence and distinctiveness in their chosen field of work.

As student's progress through their academic and personal development journey Events students will develop:

**Awareness** – understanding and appreciation of the community in which business is conducted and their role in reflecting and shaping the future agenda of events in practice.

**Altruism** – become purposeful and focused on achievement and empathetic of the impact of their decisions, agendas and action on the experiences of others.

**Articulation** – confidence in their ability to communicate their ideas and requirements using a range of media and tools of analysis.

**Adaptability** – ability to be flexible and willing to address and embrace change in the pursuit of better solutions and environments.

**Authenticity** – a genuine, respectful and sincere approach to their dealings with others and able to lead and engage with others to share with and learn from diverse communities of practice.

These attributes will be embedded in the learning outcomes of the total learning experience requiring an innovative and evolving approach to learning and development of knowledge and skills, which encourages partnership in design and delivery and engagement in assessment and progression.

### Programme Outcomes

Your award has a set of written learning outcomes (known as Programme Outcomes) that describe what you should be able to do by the end of the course.

These are designed to help you understand what you need to do to pass your course and receive your award. The outcomes for your course can be found in Appendix A of this handbook.

## **Module Learning Outcomes**

Each module you study has separate learning outcomes which join together to enable you to demonstrate that you have achieved the overall learning outcomes for your award. The learning outcomes for your modules can be found in your Module Handbooks and Module Descriptors, access available on your Canvas page.

## **The 'University 8' at Staffordshire University**

The specific learning outcomes for your award and modules have been matched to eight university-wide learning outcome statements:

- knowledge and understanding
- learning enquiry
- analysis
- problem solving
- communication
- application
- reflection

These statements describe the abilities and skills all Staffordshire University students should demonstrate in order to pass their course. They have been designed to meet national expectations contained within the [Framework for Higher Education Qualifications](#).

This ensures that the learning outcomes for your course are equivalent to similar courses at other UK universities and colleges. Appendix A shows how the Programme Outcomes for your course have been mapped to the University 8.

## The Structure of your Programme

### Programme Title: BA (Hons) Events Management

#### Level 4

<b>TB1</b>	The Business of Events	Managing the Visitor Experience	Management Accounting	The Professional Toolkit
<b>TB2</b>	Human Capital Management	Experiential Marketing	Designing and Delivering Events	

#### Level 5

<b>TB1</b>	Consumer Behaviour	Business Creation and Innovation	Digital Marketing Strategy and Planning	The Events Professional
<b>TB2</b>	Exploring the Eventscape		Social Media and Content Planning	

#### Level 6

<b>TB1</b>	Customer Experience Strategy (CX)	Event Planning and Strategy	Contemporary Issues in Events	The Event Knowledge Exchange Project
<b>TB2</b>		Change and Transformation	Measuring Success	

## **Learning, Teaching and Assessment on your Programme**

Recognising the diverse skills and styles of our student community places an emphasis on ensuring that a range of learning environments and media are available and enabling students to engage in learning in a variety of ways. The emphasis on practice-based learning in a professional environment creates the need for additional learning environments such as taking responsibility for hosting your own events and learning by doing to supplement the more traditional approaches of lectures, guest speakers, tutorials, workshops, seminars and VLE to complement and enhance traditional, face-to-face learning experience. Knowledge and skills will be developed through case-studies, role-plays, simulations, presentations, projects (work-based and academic), reflective portfolios and the extended use of technology supported activities.

The curriculum will develop and evolve so that knowledge and skills learned in modules will be transferred, re-applied and developed in related modules at higher levels. You will be guided through your studies through a teaching support network of module leaders, personal tutors, award leaders and supporting academic and managers, and dedicated and involved support and pastoral staff. Learning and teaching will be an enriching experience for you that reflects the value the school places on effective, innovative and research informed teaching. Learning and teaching will foster your critical intellectual development and the business capabilities required to engage in contemporary organisations.

In your learning situations you will be acting in partnership with module deliverers and facilitators who, through a programme of study designed to develop an evolving body of knowledge and portfolio of skills will be:

- Encouraging active learning and a confidence to learn.
- Making explicit the skills to be developed through the curriculum.
- Stimulating intellectual curiosity and excitement in learning through engagement with up to-date and contemporary, well researched subjects.
- Encouraging critical reasoning about the world of business to achieve well informed judgements and conclusions.
- Challenging and shaping new learning experiences and opportunities through application of research informed pedagogy.

And you will be:

- Engaging with complex, challenging problems and real-world issues.
- Proactively using available resources, technical, digital and paper-based to address problems, construct solutions and identify new topics for research.
- Engaging in constructive reflection on learning and new ideas.

- Communicating and sharing with others in effective teams and collaborative activities, demonstrating a sense of community through active involvement with individuals and groups from differing backgrounds, communities and value systems.

### Practice-Based Learning

Practice-Based Learning is based on you experiencing the learning curve through applying your knowledge by running and hosting events in conjunction with a range of stakeholders.

### Teaching and Learning Methods

You will experience a variety of teaching and learning methods which incorporate both formal types of teaching and independent learning.

Examples of the types of learning experiences that you will encounter on the Events awards include:

- Lectures
- Tutorials and seminars
- Group tasks
- Student-led and tutor-led independent exercises
- Workshops
- Examinations
- Assignments
- Case based assignments
- Presentations
- Investigations
- Literature review

The start of each module you will be given a Module handbook. This should contain further details about the specific teaching and learning methods employed advice on how to manage your own learning and how you will be assessed. Each module has a specified module leader all module-related enquiries should be directed to the module leader in the first instance.

### Assessment

A focus on employability will be intrinsic throughout the award. The modules at level 4 covers careers talks, visits and guest speakers from industry along with the opportunity to take up a role within the team on live events at each level, therefore allowing for live experience of a number of roles over the duration of the course. At Level 5 students will develop their reflective practise when they are required to assess their employability skills



reflecting on the business skills that they have developed. At Level 6 students will incorporate their skills assessment and research a topic of their own choice that reflects their interests and demonstrates their ability to apply skills they have developed throughout their course.

### **How to Submit Assessments**

#### Submitting Assignments Online

Online assignments will be submitted through Canvas, using one of a number of methods that would be explained to you via a Canvas training session hosted by the Exam Office before your first submission at BUV. All assignments are marked anonymously.

#### Anonymous Submission

Note that most assignments are marked anonymously, and that you are asked to not include your name in submitted work unless specifically requested in the assessment document.

For online submissions, we will use the tools available in Canvas and our grading system Turnitin to ensure anonymity wherever possible.

#### Keeping a Backup

It is good practice to keep a hard or (backed-up) electronic copy of any assignment you submit, whether that assignment is submitted on paper or electronically. Should the assignment you submit get lost, then you will have the receipt to prove that you handed it in, and a copy to replace what has been lost.

#### Exceptional Circumstances

You must submit all pieces of assessment required for each module on or before the submission date for each piece of assessment. Failure to do so is likely to result in failure of the module overall. There may be occasions when you are unable to submit or undertake a piece of assessment due to circumstances beyond your control.

### **Feedback on your Work**

#### Seven principles of good feedback

Good feedback should:

- Be an interactive process involving student-tutor and student-student dialogue.
- Facilitate the development of self-assessment and reflection.
- Clarify for students and staff, through dialogue, what good or bad performance actually is in the assignment or task.
- Be developmental, progressive and transferable to new learning contexts.

- Be ongoing and embedded in the learning process.
- Motivate, build esteem and confidence to support sustainable lifelong learning.
- Support the development of learning groups and communities.

### Submission and Feedback

All assignments should be submitted via Canvas. Feedback for the assignment will be provided after the approval and permission from the relevant Examinations Board.

Furthermore, feedback on your performance is provided in a variety of ways –throughout your study period, you will be receiving informal feedback on your performance, via your discussions with teaching staff in tutorials for instance. Feedback should help you to self-assess your work as you progress through the module and help you to understand your subject better.

Feedback is not just the marks at the end of the module – it could be regular verbal advice about your work, perhaps as you develop a portfolio of work; comments made by tutors or fellow students in group discussions; or the written comments on your work.

### **External Examiners appointed to your Programme**

External examiners help the University to ensure that the standards of your course are comparable to those provided by other universities or colleges in the UK. More information on the role performed by external examiners can be found in our External Examiner Policy.

Kindly note: It is not appropriate for you to make direct contact with your external examiner. Please direct any queries for your External Examiner through your Programme Leader.

## **Course Specific Regulations**

Your course is delivered and assessed according to the University's Academic Award Regulations. Please visit our [Regulations webpage](#) for more information.

## **BUV Student Voice**

During the course you will have the opportunity to share your views and opinions on your modules, course and the University. Your feedback is key to ensuring that we get an accurate picture of what it is like to be a student at British University Vietnam and enables us to enhance the learning experience for current and future students.

Student feedback is welcomed, valued and considered by the senior management of the University. All learners have the opportunity to provide their individual views through

module surveys. In addition, students in each cohort are asked to elect two Representatives to collate and represent their views in the Student Staff Liaison Committee meeting held in the middle of each semester. Cohort's representatives are asked to feedback to their peers' issues and decisions from the Student Staff Liaison Committee meetings.

Students may also write at any time direct to the Dean by email to [dean@buv.edu.vn](mailto:dean@buv.edu.vn) for academic feedbacks or to [feedback@buv.edu.vn](mailto:feedback@buv.edu.vn) for generic feedbacks. All feedbacks are anonymous and your identity is always kept confidential.

BUV will use this information to inform the improvement and enhancement of the learning experience and University life in general for both current and future students.

### **BUV Student Association Committee (SAC)**

BUV Student Association Committee (SAC) is a committee that represents the BUV student community. The committee act as the voice for BUV fellows, listen and collect concerns from all students and act upon their favour to create the best operating and learning environment at BUV.

The term of the SAC members is one year with new voting season happens in May annually. Students from all cohorts of SU, FE, IHM in all levels as well as a representative from the University of London Programme (UoL), can apply with no restrictions and limitation. Anyone from BUV student community can vote for any candidates they trust to choose seven best representatives. The final elected SAC members would be informed via an official email sent by BUV Student Experience Department

Every student has the opportunity to become a course/class/cohort representative. This voluntary position makes you the key contact point between staff and students, where you will listen to your peer's feedback to understand everyone's experiences, speak to your staff about ways to further enhance your learning & teaching and share the positive outcomes and impacts for learners.

## **Personal and Social Growth Programme**

The Personal and Social Growth (PSG) Programme is a unique initiative of British University Vietnam (BUV) to encourage students' well-rounded development and enable them to acquire essential skills, qualities, and qualifications for future success. It is one of three key drivers of BUV, along with the accredited British and international higher education degrees in Vietnam, as well as a 5-star university campus with state-of-the-art learning spaces and dedicated support services.

Going parallel with and complementing the academic degree programmes, the PSG Programme with a vast pool of activities outside the classroom can cater to students' unique

aspirations and facilitate their personal, social, professional, and academic growth in four aspects: Work & Career Readiness; University & Community Engagement; Social, Cultural and Emotional Development; and Academic Excellence.

To document students' PSG journey, BUV awards PSG points in proportion to the efforts and achievements that the students make in different impactful activities. Upon successful completion of the PSG Programme, students will be awarded a PSG certificate and a detailed transcript with activities and points accumulated throughout their time at BUV. The PSG certificate is a competitive advantage for students to confidently seize opportunities in the real world.

## **BUV Career Guidance and Employability**

BUV Career Services & Industry Relations Team consist of dedicated and experienced career consultants, career services officers, and industry relations officers who can help you with internship applications, personal career guidance, equipping employability skills and the most updated career options, as well as meeting up real-life professionals, experts, and managers in careers & employability activities. The team offers several internship opportunities on BUV Job Portal, CV review and feedback, job interview practice, career consultation, career test debrief, introduction letters, and reference letters.

The best way to get started is to:

- Visit the SE Lounge on Level 1, right next to the bus entrance and talk to a member of staff.
- Write an email to BUV Career Services & Industry Relations Team via the email address: [SE-Careers@buv.edu.vn](mailto:SE-Careers@buv.edu.vn).

Or book a session with a career consultant by make an appointment via the link below: <https://buvse.simplybook.asia/v2/>.

## **Global Connections**

During your course you will be encouraged to think globally and consider issues from a variety of perspectives, ensuing you have the knowledge and skills necessary to build your future career in an increasingly connected world.

We are committed to supporting students who wish to undertake study, work or volunteering placements abroad. In business programmes, students will conduct research in real-life international case studies to gain a global perspective. Students on specialised

programmes such as International Hospitality Management and Tourism Management have the opportunity to attend international study trips to gain in-depth understanding on the international tourism context. If you would like to explore these opportunities, please contact the University's dedicated International Office ([international@buv.edu.vn](mailto:international@buv.edu.vn)) to make an enquiry and book a virtual appointment.

## Policies & Procedures

A full suite of BUV [Academic Policies and Procedures](#) can be found on your Canvas page, under tab Student Resources/ University Policies.

In the event of any issues arising during your course, please speak to your Programme Leader or Learning Support Team as soon as possible. Should you not be able to resolve the issue, please visit our '[Appeals, Complaints and Conduct](#)' webpage for information.

For full details of SU regulations, explaining what good academic conduct is and how SU will deal with allegations of academic misconduct, please see the University's [Academic Conduct Procedure](#). You will be able to find our comprehensive set of policies and regulations here.



## Appendix A - Programme Outcomes

At the end of your studies you should be able to:

### **Knowledge & Understanding**

Demonstrate a systematic and critical evaluation, knowledge and skills of professional event planning and strategic management of processes, to include 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 at least some of which is at or informed by, the forefront of defined aspects of Events, Business or culture  
(QAA BMS: 5.1, 5.2, 6.2, 6.3, 6.4, 6.5)

### **Learning**

Carry out inquiry-based learning, critical analysis and evaluation, and creative thinking to recognise and value the centrality of the attendee and/or client and meet and respond to their needs and expectations. Demonstrate an understanding of the uncertainty and ambiguity associated with the study of Events, Business or culture in relation to strategic events management  
(QAA BMS: 5.1, 5.2, 6.2, 6.3, 6.4, 6.5)

### **Enquiry**

Justify and apply appropriate and ethical approaches to research and investigation in the field of event management and apply skills and knowledge. Carry out a project within an aspect of Events, Business or culture  
(QAA BMS: 5.1, 5.2, 6.2, 6.3, 6.4, 6.5)

### **Analysis**

To critically analyse and evaluate the concepts and defining characteristics of Events as an area of academic and applied study in order to make judgments.  
(QAA BMS: 5.1, 5.2, 6.2, 6.3, 6.4, 6.5)

### **Problem Solving**

Demonstrate a range of approaches to solving complex and interrelated events problems, displaying judgement of appropriate and different perspectives and the knowledge and understanding of what is right and ethical.  
(QAA BMS: 5.1, 5.2, 6.2, 6.3, 6.4, 6.5)

### **Communication**

Communicate complex information, ideas, problems and solutions through a variety of media and display confidence in their communication and presentation abilities and your ability to network and interact.  
(QAA BMS: 5.1, 5.2, 6.2, 6.3, 6.4, 6.5)

**Application**

Apply, with reasoned judgment the research and analysis skills, problem-solving techniques and events knowledge to use, and understand the impact of, rationales, sources and assumptions embedded in policy, planning and delivery mechanisms in an events context

(QAA BMS: 5.1, 5.2, 6.2, 6.3, 6.4, 6.5)

**Reflection**

Demonstrate a high level of competence in personal development, showing initiative, responsibility, reflection and the transferable skills necessary for employability and understanding of your role in a globalised economy, through highly developed skills of personal awareness and critical review.

(QAA BMS: 5.1, 5.2, 6.2, 6.3, 6.4, 6.5)

## Appendix B - Curriculum Maps

AWARD TITLE:	BA (Hons) Events Management	
Characteristics	Award Module (s) including level and number of credits	Method of Assessment
<b>A. Work-ready and employable</b>	<b>Management in Practice</b>	Group poster presentation (50% of the overall mark) during Teaching Block 1 (LO2 & LO3)  Reflective portfolio (50% of the overall mark) during Teaching Block 2 (LO1 & LO2)
	<b>Designing and Delivering Events</b>	<b>Practical</b> - Group Presentation weighted at 30%. <b>Coursework</b> - Group work - Event Planning weighted at 30%. <b>Coursework</b> - Reflective Assignment weighted at 40%.
	<b>Professional Toolkit</b>	<b>Coursework</b> - Portfolio of work weighted at 20%. <b>Coursework</b> - 1,000-word individual essay weighted at 25%. <b>Practical</b> - A 10-minute group presentation weighted at 15%. <b>Coursework</b> - Develop competencies in digital skills weighted at 30%. <b>Coursework</b> - A CV and job application pack weighted at 10%.
	<b>The Event Professional</b>	<b>Coursework</b> - Photo Essay (500 words and up to 15 photos) weighted at 20%. <b>Coursework</b> - Reflection Fieldwork Report (1,500 words) weighted at 20%. <b>Coursework</b> - Literature Review, GANTT chart (group task) weighted at 20%. <b>Coursework</b> -

		Analysis of contemporary issue in tourism (2,000 words) weighted at 40%.
	<b>Experiential Marketing</b>	<b>Practical</b> - Group Presentation weighted at 20%. <b>Coursework</b> - Group Report weighted at 80%.
	<b>Managing the Visitor Experience</b>	<b>Coursework</b> - Report 1,500 words weighted at 100%.
	<b>Customer Experience Strategy (CX)</b>	<b>Practical</b> - Group Presentation (15minutes) weighted at 40%. <b>Coursework</b> - Individual Report (3,000 words) weighted at 60%.
	<b>Business Creation and Innovation</b>	<b>Practical</b> - Group Presentation (15 minutes) weighted at 30%. <b>Coursework</b> - Individual Report (2,000 words) weighted at 70%.
	<b>The Event Knowledge Exchange Project</b>	<b>Practical</b> - Event Proposal, Presentation and Q and A weighted at 15%. <b>Coursework</b> - Delivery of an event weighted at 35%. <b>Coursework</b> - Event Report (6,000 words) weighted at 50%.
<b>B. Understanding of enterprise and entrepreneurship</b>	<b>Business Simulation Project</b>	A piece of group coursework equivalent to a 1500-word written report, capturing reflection of the group's experience at every stage of the game (75%) - All LO's Peer assessment/reflection of what each group member contributed to the assessment (25%) - All LO's

	<b>Business Creation and Innovation</b>	<b>Practical</b> - Group Presentation (15 minutes) weighted at 30%. <b>Coursework</b> - Individual Report (2,000 words) weighted at 70%.
	<b>Designing and Delivering Events</b>	<b>Practical</b> - Group Presentation weighted at 30%. <b>Coursework</b> - Group work - Event Planning weighted at 30%. <b>Coursework</b> - Reflective Assignment weighted at 40%.
	<b>Customer Experience Strategy (CX)</b>	<b>Practical</b> - Group Presentation (15minutes) weighted at 40%. <b>Coursework</b> - Individual Report (3,000 words) weighted at 60%.
	<b>Professional Toolkit</b>	<b>Coursework</b> - Portfolio of work weighted at 20%. <b>Coursework</b> - 1,000-word individual essay weighted at 25%. <b>Practical</b> - A 10-minute group presentation weighted at 15%. <b>Coursework</b> - Develop competencies in digital skills weighted at 30%. <b>Coursework</b> - A CV and job application pack weighted at 10%.
	<b>Experiential Marketing</b>	<b>Practical</b> - Group Presentation weighted at 20%. <b>Coursework</b> - Group Report weighted at 80%.
	<b>Designing and Delivering Events</b>	<b>Practical</b> - Group Presentation weighted at 30%. <b>Coursework</b> - Group work - Event Planning weighted at 30%. <b>Coursework</b> - Reflective Assignment weighted at 40%.



<b>C. Understanding of global issues and their place in the global economy</b>	<b>The Business of Events</b>	<b>Coursework</b> - Case study Report 1,500 words weighted at 100%.
	<b>The Event Professional</b>	<b>Coursework</b> - Photo Essay (500 words and up to 15 photos) weighted at 20%. <b>Coursework</b> - Reflection Fieldwork Report (1,500 words) weighted at 20%. <b>Coursework</b> - Literature Review, GANTT chart (group task) weighted at 20%. <b>Coursework</b> - Analysis of contemporary issue in tourism (2,000 words) weighted at 40%.
	<b>Exploring the Eventscape</b>	<b>Coursework</b> - Individual Post to an online forum (1,500 words) weighted at 40%. <b>Coursework</b> - attendance at and written analysis of an event (2,000 words) weighted at 30%. <b>Practical</b> - Develop and Pitch an event concept weighted at 30%.
	<b>Contemporary Issues in Events</b>	<b>Coursework</b> - Group Debate (25 minutes) weighted at 30%. <b>Coursework</b> - An Individual Debate Paper (2,500 words) weighted at 70%.
	<b>The Event Knowledge Exchange Project</b>	<b>Practical</b> - Event Proposal, Presentation and Q and A weighted at 15%. <b>Coursework</b> - Delivery of an event weighted at 35%. <b>Coursework</b> - Event Report (6,000 words) weighted at 50%.
<b>D. Communication skills</b>	<b>Communication Skills for Managers</b>	Personal Development Plan - weighted 40% (LO4) Group Presentation using a digital platform - weighted 30% (LO1, LO2, LO3)

		A 500-word reflection on how well they have developed their skills during the group presentation - weighted 30% (LO1, LO3)
	<b>Professional Toolkit</b>	<p><b>Coursework</b> - Portfolio of work weighted at 20%.</p> <p><b>Coursework</b> - 1,000-word individual essay weighted at 25%.</p> <p><b>Practical</b> - A 10-minute group presentation weighted at 15%.</p> <p><b>Coursework</b> - Develop competencies in digital skills weighted at 30%.</p> <p><b>Coursework</b> - A CV and job application pack weighted at 10%.</p>
	<b>The Event Knowledge Exchange Project</b>	<p><b>Practical</b> - Event Proposal, Presentation and Q and A weighted at 15%.</p> <p><b>Coursework</b> - Delivery of an event weighted at 35%.</p> <p><b>Coursework</b> - Event Report (6,000 words) weighted at 50%.</p>
	<b>Customer Experience Strategy (CX)</b>	<p><b>Practical</b> - Group Presentation (15minutes) weighted at 40%.</p> <p><b>Coursework</b> - Individual Report (3,000 words) weighted at 60%.</p>
	<b>The Event Professional</b>	<p><b>Coursework</b> - Photo Essay (500 words and up to 15 photos) weighted at 20%.</p> <p><b>Coursework</b> - Reflection Fieldwork Report (1,500 words) weighted at 20%. <b>Coursework</b> - Literature Review, GANTT chart (group task) weighted at 20%.</p> <p><b>Coursework</b> - Analysis of contemporary issue in tourism (2,000 words) weighted at 40%.</p>

	<b>Designing and Delivering Events</b>	<p><b>Practical</b> - Group Presentation weighted at 30%.</p> <p><b>Coursework</b> - Group work - Event Planning weighted at 30%.</p> <p><b>Coursework</b> - Reflective Assignment weighted at 40%.</p>
	<b>Contemporary Issues in Events</b>	<p><b>Coursework</b> - Group Debate (25 minutes) weighted at 30%.</p> <p><b>Coursework</b> - An Individual Debate Paper (2,500 words) weighted at 70%.</p>
	<b>Event Planning and Strategy</b>	<p><b>Practical</b> - Attendance at event and 10-minute presentation weighted at 10%. <b>Coursework</b> - Individual Assignment (2,000 words) weighted at 60%. <b>Practical</b> - <b>Group Presentation</b> - 15 minutes weighted at 30%.</p>
	<b>Social Media and Content Planning</b>	<p><b>Coursework</b> - Report (2,500 words) weighted at 100%.</p>
<b>E. Presentation Skills</b>	<b>Communication Skills for Managers</b>	<p>Personal Development Plan - weighted 40% (LO4)</p> <p>Group Presentation using a digital platform - weighted 30% (LO1, LO2, LO3)</p> <p>A 500-word reflection on how well they have developed their skills during the group presentation - weighted 30% (LO1, LO3)</p>
	<b>Professional Toolkit</b>	<p><b>Coursework</b> - Portfolio of work weighted at 20%.</p> <p><b>Coursework</b> - 1,000-word individual essay weighted at 25%.</p> <p><b>Practical</b> - A 10-minute group presentation weighted at 15%.</p> <p><b>Coursework</b> - Develop competencies in digital skills weighted at 30%.</p>

		<b>Coursework</b> - A CV and job application pack weighted at 10%.
	<b>Event Planning and Strategy</b>	<b>Practical</b> - Attendance at event and 10-minute presentation weighted at 10%. <b>Coursework</b> - Individual Assignment (2,000 words) weighted at 60%. Practical - <b>Group Presentation</b> - 15 minutes weighted at 30%.
	<b>Contemporary Issues in Events</b>	<b>Coursework</b> - Group Debate (25 minutes) weighted at 30%. <b>Coursework</b> - An Individual Debate Paper (2,500 words) weighted at 70%.
	<b>Exploring the Eventscape</b>	<b>Coursework</b> - Individual Post to an online forum (1,500 words) weighted at 40%. <b>Coursework</b> - attendance at and written analysis of an event (2,000 words) weighted at 30%. <b>Practical</b> - Develop and Pitch an event concept weighted at 30%.
	<b>Experiential Marketing</b>	<b>Practical</b> - Group Presentation weighted at 20%. <b>Coursework</b> - Group Report weighted at 80%.
	<b>Measuring Success</b>	<b>Practical</b> - Group Presentation (500 words) weighted at 30%. <b>Coursework</b> - Analysis Report (2,000 words) weighted at 70%.
	<b>Customer Experience Strategy (CX)</b>	<b>Practical</b> - Group Presentation (15minutes) weighted at 40%. <b>Coursework</b> - Individual Report (3,000 words) weighted at 60%.
<b>F. The ability to interact confidently with colleagues</b>	<b>Contemporary Issues in Events</b>	<b>Coursework</b> - Group Debate (25 minutes) weighted at 30%. <b>Coursework</b> - An Individual Debate Paper (2,500 words) weighted at 70%.

	<b>Exploring the Eventscape</b>	<p><b>Coursework</b> - Individual Post to an online forum (1,500 words) weighted at 40%.</p> <p><b>Coursework</b> - attendance at and written analysis of an event (2,000 words) weighted at 30%.</p> <p><b>Practical</b> - Develop and Pitch an event concept weighted at 30%.</p>
	<b>Experiential Marketing</b>	<p><b>Practical</b> - Group Presentation weighted at 20%.</p> <p><b>Coursework</b> - Group Report weighted at 80%.</p>
	<b>Customer Experience Strategy (CX)</b>	<p><b>Practical</b> - Group Presentation (15minutes) weighted at 40%.</p> <p><b>Coursework</b> - Individual Report (3,000 words) weighted at 60%.</p>
	<b>Measuring Success</b>	<p><b>Practical</b> - Group Presentation (500 words) weighted at 30%.</p> <p><b>Coursework</b> - Analysis Report (2,000 words) weighted at 70%.</p>
	<b>Event Planning and Strategy</b>	<p><b>Practical</b> - Attendance at event and 10-minute presentation weighted at 10%. <b>Coursework</b> - Individual Assignment (2,000 words) weighted at 60%. Practical - <b>Group Presentation</b> - 15 minutes weighted at 30%.</p>
	<b>Designing and Delivering Events</b>	<p><b>Practical</b> - Group Presentation weighted at 30%.</p> <p><b>Coursework</b> - Group work - Event Planning weighted at 30%.</p> <p><b>Coursework</b> - Reflective Assignment weighted at 40%.</p>
<b>G. Independence of thought</b>	<b>Event Planning and Strategy</b>	<p><b>Practical</b> - Attendance at event and 10-minute presentation weighted at 10%. <b>Coursework</b> - Individual Assignment (2,000 words) weighted at 60%. Practical - <b>Group Presentation</b> - 15 minutes weighted at 30%.</p>

	<b>Social Media and Content Planning</b>	<b>Coursework</b> - Report (2,500 words) weighted at 100%.
	<b>The Event Knowledge Exchange Project</b>	<b>Practical</b> - Event Proposal, Presentation and Q and A weighted at 15%. <b>Coursework</b> - Delivery of an event weighted at 35%. <b>Coursework</b> - Event Report (6,000 words) weighted at 50%.
	<b>Contemporary Issues in Events</b>	<b>Coursework</b> - Group Debate (25 minutes) weighted at 30%. <b>Coursework</b> - An Individual Debate Paper (2,500 words) weighted at 70%.
	<b>Digital Marketing Strategy and Planning</b>	<b>Coursework</b> - 2,500-word digital case-study based individual written assignment weighted at 100%.
<b>H. Skills of teamworking</b>	<b>Designing and Delivering Events</b>	<b>Practical</b> - Group Presentation weighted at 30%. <b>Coursework</b> - Group work - Event Planning weighted at 30%. <b>Coursework</b> - Reflective Assignment weighted at 40%.
	<b>Contemporary Issues in Events</b>	<b>Coursework</b> - Group Debate (25 minutes) weighted at 30%. <b>Coursework</b> - An Individual Debate Paper (2,500 words) weighted at 70%.
	<b>Event Planning and Strategy</b>	<b>Practical</b> - Attendance at event and 10-minute presentation weighted at 10%. <b>Coursework</b> - Individual Assignment (2,000 words) weighted at 60%. Practical - <b>Group Presentation</b> - 15 minutes weighted at 30%.
	<b>Experiential Marketing</b>	<b>Practical</b> - Group Presentation weighted at 20%. <b>Coursework</b> - Group Report weighted at 80%.

	<b>Exploring the Eventscape</b>	<p><b>Coursework</b> - Individual Post to an online forum (1,500 words) weighted at 40%.</p> <p><b>Coursework</b> - attendance at and written analysis of an event (2,000 words) weighted at 30%.</p> <p><b>Practical</b> - Develop and Pitch an event concept weighted at 30%.</p>
	<b>Customer Experience Strategy (CX)</b>	<p><b>Practical</b> - Group Presentation (15minutes) weighted at 40%.</p> <p><b>Coursework</b> - Individual Report (3,000 words) weighted at 60%.</p>
<b>I. Ability to carry out inquiry-based learning and critical analysis</b>	<b>Event Planning and Strategy</b>	<p><b>Practical</b> - Attendance at event and 10-minute presentation weighted at 10%. <b>Coursework</b> - Individual Assignment (2,000 words) weighted at 60%. Practical - <b>Group Presentation</b> - 15 minutes weighted at 30%.</p>
	<b>Social Media and Content Planning</b>	<p><b>Coursework</b> - Report (2,500 words) weighted at 100%.</p>
	<b>The Event Knowledge Exchange Project</b>	<p><b>Practical</b> - Event Proposal, Presentation and Q and A weighted at 15%.</p> <p><b>Coursework</b> - Delivery of an event weighted at 35%.</p> <p><b>Coursework</b> - Event Report (6,000 words) weighted at 50%.</p>
	<b>Contemporary Issues in Events</b>	<p><b>Coursework</b> - Group Debate (25 minutes) weighted at 30%.</p> <p><b>Coursework</b> - An Individual Debate Paper (2,500 words) weighted at 70%.</p>
	<b>Measuring Success</b>	<p><b>Practical</b> - Group Presentation (500 words) weighted at 30%.</p> <p><b>Coursework</b> - Analysis Report (2,000 words) weighted at 70%.</p>
	<b>Digital Marketing Strategy and Planning</b>	<p><b>Coursework</b> - 2,500-word digital case-study based individual</p>



		written assignment weighted at 100%.
	<b>Customer Experience Strategy (CX)</b>	<b>Practical</b> - Group Presentation (15minutes) weighted at 40%. <b>Coursework</b> - Individual Report (3,000 words) weighted at 60%.
<b>J. Skills of problem solving and creation of opportunities</b>	<b>Maths for Managers</b>	An individual portfolio assessing all learning outcomes. The portfolio will be composed of 10 weekly assessments (20-minute class-tests), each contributing to 10% of the final grade. (All LOs).
	<b>Event Planning and Strategy</b>	<b>Practical</b> - Attendance at event and 10-minute presentation weighted at 10%. <b>Coursework</b> - Individual Assignment (2,000 words) weighted at 60%. Practical - <b>Group Presentation</b> - 15 minutes weighted at 30%.
	<b>Social Media and Content Planning</b>	<b>Coursework</b> - Report (2,500 words) weighted at 100%.
	<b>The Event Knowledge Exchange Project</b>	<b>Practical</b> - Event Proposal, Presentation and Q and A weighted at 15%. <b>Coursework</b> - Delivery of an event weighted at 35%. <b>Coursework</b> - Event Report (6,000 words) weighted at 50%.
	<b>Consumer Behaviour</b>	<b>Practical</b> - Group Poster presentation 1000 words weighted at 25%. <b>Coursework</b> - Individual Research Report 1000 words weighted at 75%.
	<b>Contemporary Issues in Events</b>	<b>Coursework</b> - Group Debate (25 minutes) weighted at 30%. <b>Coursework</b> - An Individual Debate Paper (2,500 words) weighted at 70%.

	<b>Customer Experience Strategy (CX)</b>	<b>Practical</b> - Group Presentation (15minutes) weighted at 40%. <b>Coursework</b> - Individual Report (3,000 words) weighted at 60%.
	<b>Digital Marketing Strategy and Planning</b>	<b>Coursework</b> - 2,500-word digital case-study based individual written assignment weighted at 100%.
<b>K. Technologically, digitally and information literate</b>	<b>Professional Toolkit</b>	<b>Coursework</b> - Portfolio of work weighted at 20%. <b>Coursework</b> - 1,000-word individual essay weighted at 25%. <b>Practical</b> - A 10-minute group presentation weighted at 15%. <b>Coursework</b> - Develop competencies in digital skills weighted at 30%. <b>Coursework</b> - A CV and job application pack weighted at 10%.
	<b>The Event Professional</b>	<b>Coursework</b> - Photo Essay (500 words and up to 15 photos) weighted at 20%. <b>Coursework</b> - Reflection Fieldwork Report (1,500 words) weighted at 20%. <b>Coursework</b> - Literature Review, GANTT chart (group task) weighted at 20%. <b>Coursework</b> - Analysis of contemporary issue in tourism (2,000 words) weighted at 40%.
	<b>Social Media and Content Planning</b>	<b>Coursework</b> - Report (2,500 words) weighted at 100%.
	<b>Digital Marketing Strategy and Planning</b>	<b>Coursework</b> - 2,500-word digital case-study based individual written assignment weighted at 100%.
	<b>Measuring Success</b>	<b>Practical</b> - Group Presentation (500 words) weighted at 30%.

		<b>Coursework</b> - Analysis Report (2,000 words) weighted at 70%.
<b>L. Able to apply Staffordshire Graduate attributes to a range of life experiences to facilitate life-long learning</b>	<b>The Event Professional</b>	<p><b>Coursework</b> - Photo Essay (500 words and up to 15 photos) weighted at 20%.</p> <p><b>Coursework</b> - Reflection Fieldwork Report (1,500 words) weighted at 20%.</p> <p><b>Coursework</b> - Literature Review, GANTT chart (group task) weighted at 20%. <b>Coursework</b> - Analysis of contemporary issue in tourism (2,000 words) weighted at 40%.</p>
	<b>Professional Toolkit</b>	<p><b>Coursework</b> - Portfolio of work weighted at 20%.</p> <p><b>Coursework</b> - 1,000-word individual essay weighted at 25%.</p> <p><b>Practical</b> - A 10-minute group presentation weighted at 15%.</p> <p><b>Coursework</b> - Develop competencies in digital skills weighted at 30%.</p> <p><b>Coursework</b> - A CV and job application pack weighted at 10%.</p>
	<b>The Event Knowledge Exchange Project</b>	<p><b>Practical</b> - Event Proposal, Presentation and Q and A weighted at 15%.</p> <p><b>Coursework</b> - Delivery of an event weighted at 35%.</p> <p><b>Coursework</b> - Event Report (6,000 words) weighted at 50%.</p>