



PROGRAMME SPECIFICATION

BA (HONS)

CREATIVE EVENTS MANAGEMENT

This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a 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.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

ARTS UNIVERSITY BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Creative Events Management** course, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found within this Handbook and the online Unit Information, which is available on your course blog.

<u>Key Course Information</u>	
Final Award	BA (Hons)
Course Title	Creative Events Management
Award Title	BA (Hons) Creative Events Management
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of:	Media and Performance
<i>Contact details:</i> Telephone number Email	01202 363270 fomp@aub.ac.uk
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statements	Art and Design; General Business and Management; Hospitality, Leisure Sport and Tourism
UCAS code	WN12
Language of study	English
External Examiner for course	To be confirmed
<i>Please note that it is not appropriate for students to contact external examiners directly</i>	
Date of Validation	2002
Date of most recent review	2014
Date programme specification written/revised	Revised September 2015

Contact hours

Contact hours include all scheduled teaching sessions, but also supervised time in the workshop or studio. In line with national guidance, we include in our calculation of contact hours all the time which is scheduled in the studio for independent study which is also supported by staff (either academic staff, or technicians).

<i>Contact hours</i>	
Year 1 (% time)	44
Year 2 (% time)	45
Year 3 (% time)	43

The information provided below gives the proportion of your study time which constitutes contact hours. Where there are optional routes through the course, we have used the figures for the most popular option.

Assessment

The figures below set out the proportion of your assessment which will be coursework or written exams and, where appropriate, practical assessment (such as a performance) or placement. Where there are optional routes through the course, we have used the figures for the most popular option.

% coursework assessment	83
% Placement assessment	17

Course Description

The course seeks to produce enterprising graduates with a portfolio of transferrable skills that will enable them to enter a management career path at the end of their studies in the specialist cultural or creative industries field of their choice.

We believe that high quality creative practice and innovative creative management go hand in hand. The management and production of artistic and cultural activities requires a creative mind-set, strong organisational and business skills as well as a well-embedded knowledge of creative values and processes. We therefore prepare our students for management opportunities in a wide-ranging employment field that can include festivals management, events management, venue and business management in the arts, cultural and creative industries. Specific roles can include company management, marketing, event planning, client liaison, fundraising and artist management. In response to continually evolving industry needs, students are equipped with a set of core competencies which are consolidated and developed through rigorous testing in research, analysis, criticism and practical realisation.

Our course is built around five knowledge sets that are important to the practice of creative events management: technical knowledge and skills, business knowledge, creative imagination, theory and context and practical application. Using live events as a laboratory, our students learn to conceive, plan and deliver high quality creative practice in a supportive academic environment. We deliver this core framework by adopting an experiential learning approach where students deal directly with real-life clients, audiences and stakeholders. Through this, our students make real events happen.

The course encourages management learning opportunities within the context of a creative campus. It is taught by a dedicated team with substantial industry experience. Teamwork is central to our ethos - students learn how to operate independently and collaboratively with each other and where possible with other students on other degree courses at AUB. We encourage collaborative engagement with creative practice and the creative industries through the live event units, work placement, business planning case studies, guest speakers and research trips. Our approach helps students develop core event management skills which are then enhanced through rigorous business planning units.

Our goal is to prepare industry-ready students who are sought after by employers and have the potential to join the next generation of cultural leaders. In our twenty plus years, the course has built a reputation for producing graduates who have proved to be adaptable, innovative, confident, and equipped to succeed in their chosen cultural and creative industries field.

Course Aims

1. To encourage a bold and innovative approach to the study of creative events management that places students at the leading edge of the subject area.
2. To provide a rigorous intellectual and philosophical examination of social and historical contexts within which creative events and organisations have developed and encourage an appreciation of the relationship between theory, history and practice.
3. To explore cultural diversity, ethics and issues of sustainability for live events and creative organisations and related issues within an international context.
4. To encourage you to assess, take and manage risks and explore your full potential in order to make a unique contribution to creative events and organisations.
5. To provide you with an understanding of the professional behaviour expected in order to meet the demands of the industry.
6. To promote self-directed learning through opportunities for independent study.
7. To provide you with an understanding of academic protocols, research methodologies and written and verbal presentation skills necessary for effective and successful engagement with work at the Higher Education level and life beyond university.
8. To develop employable graduates with the attributes and skills necessary for employment within a range of work contexts who are able to respond to changing professional circumstances and contexts.

Course Outcomes

By the end of the course you will be able to:

1. Demonstrate excellent knowledge and skills in the conception, planning, delivery, management, interpretation and critique of the creative events domain including creative content, form, space and audience.
2. Research, analyse and critique contemporary cultural issues affecting the planning and management of creative events and organisations, taking account of historical and cultural trends.
3. Engage with issues of social context, sustainability and ethics and relate them to your delivery of Live Events within an international context, working with artists, stakeholders and partners.
4. Explore the full potential of creative opportunities, evaluate and manage the risks, and through this develop ideas and projects that explore and stretch your potential.
5. Demonstrate excellent skills in planning your time and your projects effectively, individually and as part of a team, taking into account the expectations of stakeholders and partners.
6. Originate research and plans and deliver well-conceived academic or practical outcomes.
7. Use academic protocols to create, in written or presentation form, coherent and effective project or business proposals and academic argument.
8. Use learning and skills to gain employment within a specialist field of your choice within the creative industries and cultural sectors or pursue further academic study.

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statements:
 - *Art and Design;*
 - *General Business and Management;*
 - *Hospitality, Leisure, Sport and Tourism*
 - Framework for Higher Education Qualifications (FHEQ)
- AUB Regulatory Framework and Undergraduate Assessment Regulations
AUB Creative Learning Plan
AUB Strategic Plan
AUB Employability Framework
Creative and Cultural Skills: The Qualifications Blueprint (2011)
Creative and Cultural Skills: Creative Blueprint England (2008)
Event Management Body of Knowledge (EMBOK)

Learning and Teaching Strategies

The course objectives are met by deploying a wide variety of teaching and learning methods including projects, lectures, seminars, group critiques and tutorials. In consultation with the Course Leader, staff are responsible for co-ordinating individual units of study, and for selecting appropriate methods of delivery according to subject matter and student experience. The methods employed introduce you to the disciplines required of a creative practitioner and promote the development of transferable skills.

The study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and independent learning. The course is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the course.

The progressive promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals. The teaching in Level 4 is directed at providing you with the knowledge, concepts and skills to take increasing responsibility for the management of your own learning.

Teaching is directed at supporting individual engagement in learning although there will be opportunities for you to work in teams to enable you to learn the value of peer co-operation.

Lectures, seminars and tutorials may be delivered by team members, as appropriate, in the creative environment of the Creative Events Management course spaces.

Course Content

Level 4

Following induction, you are introduced in Level 4 to the key skills required in conceiving, planning and delivering live creative events. Most are important to running arts venues as well. You will be introduced to the arts industries and the way they operate with guest lectures from specialist speakers. You will examine the legal and policy frameworks that influence the types of cultural products we enjoy and enhance your knowledge of leading edge artistic practices. You will also be introduced to Academic study skills. You will develop skills in key digital media applications and see how they apply to arts management. Taught classes and workshops are reinforced by visits to practitioners and exposure to performances and exhibitions. Live Events are usually team productions working to a tutor devised event brief. You will form small production teams and with tutor supervision will plan your first live events which will take place in the second half of the year. These provide a practical focus for the application of knowledge and skills acquired from all strands of the course, but particularly build on the management tools and legal framework introduced earlier in the year.

Level 5

At Level 5 you progress to more specialist study in the main themes of the course over the first two terms, building on concepts and skills learnt in Level 4. Live events focus on working with partners to external client briefs. You will study audience

interests and needs and how to develop exciting creative programmes that respond to and develop audience interests.

You will develop a detailed knowledge of business motives and tools and learn how to pitch for business investment for a new creative enterprise. You will study philosophies and social trends that have changed and shaped cultural output and learn how to plan an extended piece of Academic writing. In the summer term you will undertake a 6 week work placement in a creative business of your choice which allows what has been learnt so far to be applied, tested and developed in the professional creative environment.

Level 6

At Level 6 you are expected to take considerable responsibility for your own learning, and are challenged to think conceptually and strategically about your chosen profession. The Strategy and Management unit requires you to act as a consultant and examine strategic management and development issues through the prism of live case study. You will learn how to turn business principles into practice by writing a business plan for an Arts University creative practitioner or a new creative organisation of your choosing. Two extended pieces of work demand sustained commitment: independent research leading to your Dissertation and the conceiving, planning and production of a major arts project to a brief of your devising.

Course Units

Unit code	Unit Title	Credit Weighting
Level 4		
AEP455	Creative and Cultural Industries	20
AEP456	Creative Marketing	20
AEP457	Live Event 1	40
AEP458	Culture and Society	20
AEP459	Event Technology	20
Level 5		
AEP555	Business Operations and Management	40
AEP556	Live Event 2	20
AEP557	Culture: Theory and Practice	20
AEP558	Creative Planning and Programming	20
AEP559	Work Placement	20
Level 6		
AEP655	Strategy and Management	20
AEP656	Dissertation	40
AEP657	Creative Business Planning	20
AEP658	Live Event 3: Major Project	40

Level 5																															
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Autumn Term												Spring Term											Summer Term								
AEP555 Business Operations and Management (weeks 1-12) (40 credits)											H	AEP558 Creative Planning and Programming (weeks 13-22) (20 credits)											H	AEP559 Work Placement (weeks 23-30) (20 credits)							
AEP556 Live Event 2 (weeks 1-20) (20 credits)																			L	H											
AEP557 Culture: Theory and Practice (weeks 1-15) (20 credits)															H												H				
													AEP559 Work Placement (Preparation) (weeks 13-22)																		

H = Assessment hand in

L = Live Event Window

Level 6																																								
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30										
Autumn Term												Spring Term												Summer Term																
AEP655 Strategy and Management (weeks 1-12) (20 credits)												H	AEP657 Creative Business Planning (weeks 13-24) (20 credits)												H															
AEP656 Dissertation (weeks 1-18) (40 credits)																		H								L							H							Assessment
AEP658 Live Event 3: Major Project (weeks 1-30) (40 credits)																																								

H = Assessment hand in

L = Live Event Window