

Hertfordshire Business School

Title of Programme: BA (Hons) Event Management and Marketing
Programme Code: BSISJEMM (Subang)
BSIPEEMM (Penang)
Collaborative Provision: Franchise
Location: INTI International College Subang (Coordinating Campus)
INTI International College Penang (IICP)

Programme Specification

This programme specification is relevant to students entering:
01 January 2018

Associate Dean of School (Academic Quality Assurance) International:
Joel Shahar

Signature



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

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 INTI International College Penang
University/partner campuses	INTI International College Subang INTI International College Penang
Programme accredited by	Not Applicable
Final Award	BA (Hons)
All Final Award titles	BA (Hons) Event Management and Marketing
FHEQ level of award	6
UCAS code(s)	Not Applicable
Language of Delivery	English

A. Programme Rationale

The programme is designed for students who wish to acquire specific knowledge in Event Management and in Marketing. The structure of Event Management and Marketing is designed to enable students to acquire the knowledge, skills and values necessary for a career in the marketing and tourism 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 then examining and comparing them with 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, 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 Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching/Learning Methods & Strategies	Assessment
A1 The structure, composition and management of events industries and the global context in which they operate.	Acquisition 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.
A2 The nature and impact of event activity, and management strategies for responsible event development.	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.	Assessment, which is both formative and summative, can take the form of essays, case studies, reports, seminar papers, multiple choice tests, portfolios and presentations.
A3 An international perspective of event management, facilitated by the use of international case studies.	A3 is encouraged through the use of case studies and study trips in tourism modules.	
A4 The critical importance and centrality of the client, key event stakeholders and the event consumer in designing the 'event experience'.		

- A5 The technical skills relevant to planning events, risk management and the regulatory frameworks affecting events.
- A6 The impacts of events and management strategies for generating positive event legacies.
- A7 The key marketing concepts, practices and underpinning theory.
- A8 The complexities of organisations, in particular the way in which marketing interacts with other key business functions.
- A9 The external environmental influence on the organisation and marketing management.
- A10 Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.
- A11 Theoretical concepts and vocationally relevant information associated with chosen specialism.

Intellectual Skills	Teaching/Learning Methods & Strategies	Assessment
<ul style="list-style-type: none"> B1 Research and assess subject specific facts, theories, paradigms, principles and concepts. B2 Describe, analyse and critically interpret data, text information and research evidence. B3 Apply knowledge to the solution of familiar and unfamiliar problems. B4 Develop a reasoned argument and challenge assumptions. B5 Utilise cognitive skills of synthesis. 	<p>Intellectual skills are developed through 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 including engagement in complexed problem solving in the final year.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	<p>Intellectual skills are assessed through examinations and in-course assessments and demonstrated by the research and evaluations that students produce in reports and essays throughout the programme.</p>

Practical Skills	Teaching/Learning Methods & Strategies	Assessment
C1 Demonstrate competence in written and oral communication skills.	Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above.	Skill C1 is assessed through essays, reports, presentations, student-led seminars and examinations.
C2 Demonstrate competence in numeracy, computing and IT skills.		Skill C2 is assessed within specific modules, and more integrally, as part of learning and assessment strategies throughout the programme.
C3 Demonstrate competence in interactive and group skills.		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.
C4 Integrate marketing theory with practice through the 'applied' modules.		Skill C4 is assessed through coursework assignments, 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.	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 Employability modules in Level 5 and encouraged throughout the programme. Skills D3 and D4 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 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.
D2 Display competence in problem solving and decision making skills.		
D3 Demonstrate an ability to work effectively in teams and independently.		
D4 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.		
D5 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.		
D6 Make effective use of Information Technology.		

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.

There are 3 intakes in a year, January (Semester A), April (Semester B) and August (Semester C), across the INTI International Colleges that offer the franchised programme.

Entry to the programme is at Level 4 with recognised Pre-University or University Matriculation programmes, but it is possible to enter at Level 5 with other suitable qualifications (please refer to Section G: Entry Requirements).

Students whose first language is not English are required to meet the minimum language requirement of the University.

Semester Abroad Programme

Where feasible, students may study abroad for one semester at University of Hertfordshire (UK), as part of their main programme of study, effectively spending that part of their core curriculum learning abroad. Students may only do this if their Head of Programme approves the programme of study, and can confirm that the modules represent a direct match with what their programme of study would have been at IICS.

Professional and Statutory Regulatory Bodies

In Malaysia, the Private Higher Educational Institutions Act 1996 (Act 555) and two key bodies, (i) the Department of Higher Education, Ministry of Higher Education (MOHE) and (ii) the Malaysian Qualifications Agency (MQA) govern and influence the education industry. The Malaysian Qualifications Agency (MQA) is a statutory body in Malaysia set up under the Malaysian Qualifications Act 2007 to accredit academic programmes provided by educational institutions that provides post-secondary or higher education. The core reference points to the development and management of programmes are given in the following documents:

- 1) Malaysian Qualification Framework (Version 1)
- 2) Guidelines to Good Practice: Curriculum Design and Delivery
- 3) Programme Standards for Hospitality, Tourism
- 4) Programme Standards for Business

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

Modes of Study: Full Time

Entry Point: Semester A, B and C

LEVEL 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	Semesters
The Global Event Industry	See <i>Campus Module Code Matrix</i> below	15	English	0	100	A, B, C
Economics for Business		15	English	0	100	A, B, C
Study & Research Skills for the Event Industry		15	English	0	100	A, B, C
Principles of Marketing		15	English	0	100	A, B, C
Creativity, Technology & Innovation		15	English	0	100	A, B, C
Introduction to Marketing Communications		15	English	0	100	A, B, C
Media Design for Event Management		15	English	0	100	A, B, C
Marketing Data Analysis		15	English	0	100	A, B, C

Progression to Level 5 on the honours route normally requires 120 credit points at Level 4. However, students with 90 or 105 credits may be permitted to progress at the discretion of the Programme Examination Board.

LEVEL 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	Semesters
Strategic Marketing Planning	See <i>Campus Module Code Matrix</i> below	15	English	50	50	A, B, C
Enhancing Employability in Marketing		15	English	0	100	A, B, C
Event Planning & Community Engagement		15	English	0	100	A, B, C
Managing People		15	English	0	100	A, B, C
Impacts of Events & Festivals		15	English	50	50	A, B, C
Risk Management & Security for Events		15	English	0	100	A, B, C
Marketing for the Small Enterprise		15	English	70	30	A, B, C
Event Marketing, Sponsorship & PR		15	English	0	100	A, B, C

Progression to Level 6 on the honours route normally requires 240 credit points from Levels 4 and 5 (120 at each level). Students may be permitted to progress with 210 credits at the discretion of the Programme Examination Board.

LEVEL 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	Semesters
Strategic Brand Management	See <i>Campus Module Code Matrix</i> below	15	English	0	100	A, B, C
Market and Social Research		30	English	50	50	A, B, C
Policy, Politics & Events		15	English	40	60	A, B, C
Sporting Events and Sport Tourism		15	English	0	100	A, B, C
Business Tourism & Events		15	English	0	100	A, B, C
Contemporary Research Themes in Event Studies		15	English	0	100	A, B, C
Global Marketing Ethics and Culture		15	English	60	40	A, B, C

Progression to Level 6 on the honours route normally requires 240 credit points from Levels 4 and 5 (120 at each level). Students may be permitted to progress with 210 credits at the discretion of the Programme Examination Board.

Campus Module Code Matrix

Level 4

Compulsory Modules Module Title	Module Code <i>Subang</i>	Module Code <i>Penang</i>
The Global Event Industry	4FBS1399	4FBS1404
Economics for Business	4FBS1386	4FBS1392
Study & Research Skills for the Event Industry	4FBS1400	4FBS1405
Principles of Marketing	4FBS1384	4FBS1407
Creativity, Technology & Innovation	4FBS1390	4FBS1406
Introduction to Marketing Communications	4FBS1387	4FBS1393
Media Design for Event Management	4FBS1403	4FBS1408
Marketing Data Analysis	4FBS1383	4FBS1409

Level 5

Compulsory Modules Module Title	Module Code <i>Subang</i>	Module Code <i>Penang</i>
Strategic Marketing Planning	5FBS1609	5FBS1628
Enhancing Employability in Marketing	5FBS1608	5FBS1629
Event Planning & Community Engagement	5FBS1623	5FBS1630
Managing People	5FBS1607	5FBS1617
Impacts of Events & Festivals	5FBS1624	5FBS1631
Risk Management & Security for Events	5FBS1625	5FBS1632
Marketing for the Small Enterprise	5FBS1611	5FBS1633
Event Marketing, Sponsorship & PR	5FBS1627	5FBS1634

Level 6

Compulsory Modules Module Title	Module Code <i>Subang</i>	Module Code <i>Penang</i>
Strategic Brand Management	6FBS1650	6FBS1683
Market and Social Research	6FBS1648	6FBS1671
Policy, Politics & Events	6FBS1678	6FBS1684
Sporting Events and Sport Tourism	6FBS1679	6FBS1685
Business Tourism & Events	6FBS1680	6FBS1686
Contemporary Research Themes in Event Studies	6FBS1681	6FBS1687
Global Marketing Ethics and Culture	6FBS1651	6FBS1688

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.

An unclassified degree requires 300 credit points, with at least 180 credit points at Level 5 or above, of which at least 60 credit points must be at Level 6.

The Programme Board may award final compensatory credit for fail grades at any level, limited to a total of 30 credit points, and within the constraints of UH Regulations.

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	120 credit points at level 4	4, 5
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

Programme-Specific Assessment Regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

Should a student fail a module with FNFA, student may replace with the credit points with the following modules:

Compulsory Modules Module Title	Level	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Principles of Operation Management	5	15	English	70	30	0	A, B, C
Leadership and Organisations	6	15	English	0	100	0	A, B, C

INTI Feedback Policy: Feedback is given to students for improvement and development purpose. It is UH practice that students' coursework must be returned to them together with feedback. Feedback must be returned no later than four (4) calendar weeks after the submission deadline and all coursework must be returned once the exam results are confirmed. Any exceptions to this must be agreed by the INTI Dean, UH programmes and notified to students in advance of the expiration of the deadlines.

For work of an on-going nature, such as a major project or dissertation, supervising staff will ensure that students are provided with feedback at interim stages.

INTI will keep a copy of the sample coursework and feedback for audit purposes. Should the original work needs to be sighted, then INTI will seek permission from the student to keep the work and return a copy to the student.

All marks given are provisional and subject to moderation and confirmation by the UH Board of Examiners.

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

INTI is in compliance with Malaysia's Ministry of Education's regulations, Malaysian Qualification Framework (MQF), and the Malaysian Qualification Agency's (MQA) requirements.

The following are MOE, MQF, and MQA key requirements which students must comply with to graduate:

- Attempt and pass minimum 5 General Study subjects into a bachelor's degree programme; known as *Mata Pelajaran Umum (MPU)*;
- Complete 120 (Malaysian) credits to graduate.

In summary, to graduate, students need to complete all UH modules, as listed in Table 1a, and complete all of the following compulsory modules.

INTI Modules Module Title	Module Code	INTI Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
English for Business Studies 1	INTI	4	English	50	50	0	A, B, C
English for Business Studies 2	INTI	4	English	50	50	0	A, B, C
E-Portfolio and Employer Relations	INTI	2	English	0	100	0	A, B, C
Malaysian General Studies U1	INTI	3	English	30	70	0	A, B, C
Malaysian General Studies U1	INTI	3	English	30	70	0	A, B, C
Malaysian General Studies U2	INTI	3	English	30	70	0	A, B, C
Malaysian General Studies U3	INTI	3	English	30	70	0	A, B, C
Malaysian General Studies U4	INTI	2	English	30	70	0	A, B, C

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

- INTI operates a strict attendance requirement policy where students have to achieve a minimum percentage of attendance (approximately 80%) in order to attempt the final examination or final assessments.
- 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 have to pass English for Business Studies 1 (INTI Module) to progress to Level 5.
- Students have to pass English for Business Studies 2 (INTI Module) 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.

E. Management of Programme & Support for Student Learning

Management

The programme is managed and administered through:

- The INTI Dean of School
- The INTI Head of Programme (HoP) is responsible for the day to day management and who advise students on the programme as a whole.
- The INTI Programme Officer will assist the Head of Programme in the management of the programme.
- The HBS Head of Department
- The HBS Collaborative Partnership Leader
- The Programme Committee, the membership of which includes the HBS Collaborative Partnership Leader, INTI Heads of Programme, Lecturers, Programme Officers and Students

Support

Students are supported by:

- The INTI Head of Programme (HoP) to manage the programme and support students' learning such as coordinating study plans, managing academic progression, and providing academic counselling.
- The HBS Collaborative Partnership Leader from the University of Hertfordshire Business School.
- A Programme Committee, the membership of which includes the HBS Collaborative Partnership Leader, INTI Heads of Programme, Lecturers, Programme Officers and Students.
- An extensive Learning Resources Centre, incorporating a library and computer centre.
- A team of Academic Support Tutors
- A Teaching & Learning Department/Unit (Subang) and Representative for Teaching and Learning (Penang)
- An International Students Office (Subang and Penang)
- Campus Counselling Centre (Subang)
- The Students' Body – INTIMA (Subang and Penang)
- A Career Services Office for all current students and graduates (Subang) and Representative for Career Services (Penang)
- 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 (Subang and Penang)
- Student Feedback Scheme (all campuses) and Student Helpdesk (Subang)
- Student Services Department (Subang and Penang)

F. Other Sources of Information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- 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

The [A-Z of the University of Hertfordshire](#) is an introduction to the academic, social, cultural and sporting services and opportunities available at the University of Hertfordshire, and includes the Student Charter and Student Code of Conduct.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students' learning experience, and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA's report can be accessed at: <http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXyOnE>

G. Entry Requirements

Academic Requirements (Effective January 2018)

The normal entry requirements for the programme are:

- STPM with a minimum of two passes at minimum Grade C+ (GP 2.33) and SPM grade C in Mathematics; **OR**
- A-levels with a minimum of 2 full passes totalling 80 UCAS points and grade C in either SPM or O Level Mathematics; **OR**
- Successful completion of a relevant Foundation / Pre-U programme to include Mathematics with CGPA 2.00; **OR**
- Unified Examination Certificate (UEC) with 5Bs including at least a pass in Mathematics and a credit in English; **OR**
- Southern Australian Matriculation (SAM): pass 5 subjects with ATAR 65%, a pass in English and Mathematics and no subject below 10/20; **OR**
- Higher School Certificate (HSC), New South Wales: Minimum 10 units with UAI (ATAR) 65%, a pass in English and Mathematics and no subject below 50%; **OR**

- vii. International Baccalaureate (IB): minimum 24 points with at least 4 points for SL English and 4 pts for SL Mathematics; **OR**
- viii. Canadian Pre-University (CPU): minimum 6 Year 12 passes with an average of 65% and pass in English and Mathematics at Grade 12; **OR**
- ix. Equivalent qualifications to be assessed by the Head of Programme in liaison with the Hertfordshire Business School Admissions Tutor.

English Language

Where English Language requirements are not specified above:

- i. IELTS score of 6.0 (with no less than 5.5 in any band) **OR**
- ii. TOEFL 72 with band scores of reading 18, writing 17, listening 17, speaking 20 **OR**
- iii. Cambridge English First (also known as First Certificate in English) 169 overall with a minimum of 162 in each component **OR**
- iv. PTE 51 with no less than 42 in any band **OR**
- v. MUET 3.0 **OR**
- vi. SPM grade C **OR**
- vii. an equivalent qualification in English Language

Local Malaysian students without credit in SPM English will be assessed on their command of English with the following test and only can be accepted with:

- i. INTI English Placement Test 91% **OR**
- ii. LEP (Laureate English Programme) LEP105 with a grade A **OR**
- iii. LEP 106 with a pass.

Note: Entry requirements are governed by the University of Hertfordshire and the Ministry of Higher of Education, Malaysia. These requirements are subject to changes.

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.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

Other Information Relevant to the Programme

None.

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

Date

Joel Shahar

Associate Dean of School (Academic Quality Assurance, International)

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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 Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the 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 pages)																									
		Knowledge & Understanding											Intellectual Skills					Practical Skills				Transferable Skills					
Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	B1	B2	B3	B4	B5	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Level 4	The Global Event Industry	√	√	√		√	√	√					√	√	√	√	√	√		√				√	√		√
	Economics for Business												√	√	√	√		√	√	√	√		√	√	√		
	Study & Research Skills for the Event Industry		√	√	√								√	√	√	√	√	√	√	√		√	√	√	√	√	√
	Principles of Marketing (CIM)	√		√	√			√						√		√			√	√							
	Creativity, Technology & Innovation												√	√	√	√		√	√	√	√		√	√	√		
	Introduction to Marketing Communications	√						√					√	√		√		√	√	√	√	√					
	Media Design for Event Management					√								√				√	√	√					√		
	Marketing Data Analysis						√					√		√			√	√					√	√			√
Level 5	Strategic Marketing Planning							√	√				√			√	√		√		√						
	Enhancing Employability in Marketing								√	√	√		√	√			√	√			√		√	√	√		√
	Event Planning & Community Engagement	√	√		√	√	√	√					√	√	√	√	√	√		√				√	√		
	Managing People		√		√									√	√	√	√	√			√						
	Impacts of Events & Festivals	√	√		√	√	√	√					√	√	√	√	√	√		√				√	√		
	Risk Management & Security for Events		√		√	√	√	√					√	√	√	√	√	√		√				√	√		√
	Marketing for the Small Enterprise							√		√	√	√	√	√			√	√						√	√		
	Event Marketing, Sponsorship & PR		√										√	√	√	√		√		√			√	√		√	
Level 6	Strategic Brand Management							√	√	√			√	√										√			
	Market and Social Research							√	√				√	√	√	√	√	√	√	√	√						
	Policy, Politics & Events	√	√	√			√	√					√	√	√	√	√	√						√		√	√
	Sporting Events and Sport Tourism	√	√	√									√	√	√	√	√						√	√		√	
	Business Tourism & Events	√	√	√			√	√					√	√	√	√	√	√						√	√	√	√
	Contemporary Research Themes in Event Studies	√	√	√			√	√					√	√	√	√	√	√						√	√	√	√
	Global Marketing Ethics and Culture							√	√		√		√	√				√			√			√		√	√

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding e.g.

- A1 The structure, composition and management of events industries and the global context in which they operate.
- A2 The nature and impact of event activity, and management strategies for responsible event development.
- A3 An international perspective of event management, facilitated by the use of international case studies.
- A4 The critical importance and centrality of the client, key event stakeholders and the event consumer in designing the 'event experience'.
- A5 The technical skills relevant to planning events, risk management and the regulatory frameworks affecting events.
- A6 The impacts of events and management strategies for generating positive event legacies.
- A7 The key marketing concepts, practices and underpinning theory.
- A8 The complexities of organisations, in particular the way in which marketing interacts with other key business functions.
- A9 The external environmental influence on the organisation and marketing management.
- A10 Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.
- A11 Theoretical concepts and vocationally relevant information associated with chosen specialism.

Intellectual Skills e.g.

- B1 Research and assess subject specific facts, theories, paradigms, principles and concepts.
- B2 Describe, analyse and critically interpret data, text information and research evidence.
- B3 Apply knowledge to the solution of familiar and unfamiliar problems.
- B4 Develop a reasoned argument and challenge assumptions.
- B5 Utilise cognitive skills of synthesis.

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 Display competence in problem solving and decision making skills.
- D3 Demonstrate an ability to work effectively in teams and independently.
- D4 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.
- D5 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.
- D6 Make effective use of Information Technology.

Section 2

Programme Management

Relevant QAA subject benchmarking statements

Events, Hospitality, Leisure, Sport and Tourism (2016)
Business and Management (2015)

Type of programme

Undergraduate

Date of validation/last periodic review

June 17

Date of production/ last revision of PS

June 17

Relevant to level/cohort

All students entering/progressing January 2018

Administrative School

Hertfordshire Business School

Table 3 Course Structure

Course details					
Course code	Course description			JACS	
BSISJEMM – Subang BSIPEEMM - Penang	BA (Hons) Event Management and Marketing				
Course Instances					
Instances code	Intake	Stream	Instances Year	Location	Mode of study
BSISJEMM (Subang)					
	A	Event Management and Marketing	1	INTI Subang Jaya	Full-time
	A	Event Management and Marketing	1	INTI Subang Jaya	Full-time
	A	Event Management and Marketing	1	INTI Subang Jaya	Full-time
	B	Event Management and Marketing	1	INTI Subang Jaya	Full-time
	B	Event Management and Marketing	1	INTI Subang Jaya	Full-time
	B	Event Management and Marketing	1	INTI Subang Jaya	Full-time
	C	Event Management and Marketing	1	INTI Subang Jaya	Full-time
	C	Event Management and Marketing	1	INTI Subang Jaya	Full-time
	C	Event Management and Marketing	1	INTI Subang Jaya	Full-time
	A	Event Management and Marketing	2	INTI Subang Jaya	Full-time
	A	Event Management and Marketing	2	INTI Subang Jaya	Full-time
	A	Event Management and Marketing	2	INTI Subang Jaya	Full-time
	B	Event Management and Marketing	2	INTI Subang Jaya	Full-time

	B	Event Management and Marketing	2	INTI Subang Jaya	Full-time
	B	Event Management and Marketing	2	INTI Subang Jaya	Full-time
	C	Event Management and Marketing	2	INTI Subang Jaya	Full-time
	C	Event Management and Marketing	2	INTI Subang Jaya	Full-time
	C	Event Management and Marketing	2	INTI Subang Jaya	Full-time
	A	Event Management and Marketing	3	INTI Subang Jaya	Full-time
	A	Event Management and Marketing	3	INTI Subang Jaya	Full-time
	A	Event Management and Marketing	3	INTI Subang Jaya	Full-time
	B	Event Management and Marketing	3	INTI Subang Jaya	Full-time
	B	Event Management and Marketing	3	INTI Subang Jaya	Full-time
	B	Event Management and Marketing	3	INTI Subang Jaya	Full-time
	C	Event Management and Marketing	3	INTI Subang Jaya	Full-time
	C	Event Management and Marketing	3	INTI Subang Jaya	Full-time
	C	Event Management and Marketing	3	INTI Subang Jaya	Full-time
BSIPEEMM (Penang)					
	A	Event Management and Marketing	1	INTI Penang	Full-time
	A	Event Management and Marketing	1	INTI Penang	Full-time
	A	Event Management and Marketing	1	INTI Penang	Full-time
	B	Event Management and Marketing	1	INTI Penang	Full-time
	B	Event Management and Marketing	1	INTI Penang	Full-time
	B	Event Management and Marketing	1	INTI Penang	Full-time
	C	Event Management and Marketing	1	INTI Penang	Full-time
	C	Event Management and Marketing	1	INTI Penang	Full-time
	C	Event Management and Marketing	1	INTI Penang	Full-time
	A	Event Management and Marketing	2	INTI Penang	Full-time
	A	Event Management and Marketing	2	INTI Penang	Full-time

	A	Event Management and Marketing	2	INTI Penang	Full-time
	B	Event Management and Marketing	2	INTI Penang	Full-time
	B	Event Management and Marketing	2	INTI Penang	Full-time
	B	Event Management and Marketing	2	INTI Penang	Full-time
	C	Event Management and Marketing	2	INTI Penang	Full-time
	C	Event Management and Marketing	2	INTI Penang	Full-time
	C	Event Management and Marketing	2	INTI Penang	Full-time
	A	Event Management and Marketing	3	INTI Penang	Full-time
	A	Event Management and Marketing	3	INTI Penang	Full-time
	A	Event Management and Marketing	3	INTI Penang	Full-time
	B	Event Management and Marketing	3	INTI Penang	Full-time
	B	Event Management and Marketing	3	INTI Penang	Full-time
	B	Event Management and Marketing	3	INTI Penang	Full-time
	C	Event Management and Marketing	3	INTI Penang	Full-time
	C	Event Management and Marketing	3	INTI Penang	Full-time
	C	Event Management and Marketing	3	INTI Penang	Full-time