



# UNIVERSITY OF LINCOLN

## Programme Specification

Title:

### Events Management

Final Award: **Bachelor of Science with Honours (BSc (Hons))**

With Exit Awards at:

**Certificate of Higher Education (CertHE)**

**Diploma of Higher Education (DipHE)**

**Bachelor of Science with Honours (BSc (Hons))**

To be delivered from:

<b>Level</b>	<b>Date</b>
Level 1 or Certificate of Higher Education (CertHE)	2019-20
Level 2 or Diploma of Higher Education (DipHE)	2020-21
Level 3 or Bachelor of Science with Honours (BSc (Hons))	2021-22

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## **1. Introduction**

This document describes one of the University of Lincoln's programmes using the protocols required by the UK National Qualifications Framework as defined in the publication *QAA guidelines for preparing programme specifications*.

This programme operates under the policy and regulatory frameworks of the University of Lincoln.

## 2. Basic Programme Data

<b>Final Award:</b>	Bachelor of Science with Honours (BSc (Hons))
<b>Programme Title:</b>	Events Management
<b>Exit Awards and Titles</b>	Certificate of Higher Education (CertHE) Diploma of Higher Education (DipHE) Bachelor of Science with Honours (BSc (Hons))
<b>Subject(s)</b>	Tourism
<b>Mode(s) of delivery</b>	Full Time Part Time
<b>Is there a Placement or Exchange?</b>	Yes
<b>UCAS code</b>	N820
<b>Awarding Body</b>	University of Lincoln
<b>Campus(es)</b>	Lincoln Campus
<b>School(s)</b>	Lincoln Business School
<b>Programme Leader</b>	Farhan Ahmed (fahmed)
<b>Relevant Subject Benchmark Statements</b>	
<b>Professional, Statutory or Regulatory Body Accreditation</b>	
<b>Programme Start Date</b>	2019-20

## 3. Programme Description

### 3.1 Overview

This BSc (Hons) Events Management is one of a number of programmes offered within the Subject of Events and Sports Business in Lincoln Business School at the University of Lincoln, complementing and sharing modules with the BA (Hons) International Tourism Management. It aims to provide students with a thorough knowledge and understanding of events as both an economic and social phenomenon. That is, it provides students with the necessary knowledge and skills to develop a career within the events or related sectors, either nationally or internationally, focusing specifically on the events industry, its structure and complexities, and challenges, issues and techniques relevant to the planning and management of events. This degree seeks to provide students with the necessary knowledge and skills to develop a national or international career within an events setting or similar field. The BSc (Hons) typically focuses on the varying structures and complexities that make up the events industry. In addition to this students will be provided with the opportunity to learn about the challenges, issues and techniques relevant to the practical planning and management of events. Knowledge developed in business-related and events-specific modules has the potential to be enhanced by study visits, optional language modules and, in particular, a period of study abroad at a partner institution during the second half of the second year. Additionally, students have the opportunity to gain practical experience through an optional 12-month (48-week) work placement, either in the UK or overseas, between levels 5 and 6 of study.

At the same time, the BSc (Hons) Events Management programme aims to provide students with a critical understanding of the world within which events occur. By applying a variety of disciplinary perspectives, particularly from the social sciences, to the study of the subject, it develops students' conceptual understanding of the physical, social and cultural contexts of events, focusing on the event customers, the locations in which events take place and the associated enabling businesses and infrastructures. In so doing, it aims to develop students' intellectual and analytical skills and to become informed, reflective, self-critical and independent learners.

### 3.2 Aims and Objectives

The BSc (Hons) Events Management aims to provide students with the knowledge and a critical understanding of events as a social and economic phenomenon and to equip them with the appropriate skills and knowledge for events employment, both nationally and internationally. More specifically, reflecting both contemporary approaches to the provision of undergraduate events education and also the needs of students undertaking such programmes of study, the BSc (Hons) Events Management aims:

- To equip students with knowledge and skills appropriate for employment within the domestic or international events sector.
- To develop students' key transferable skills.
- To provide students with a theoretical and conceptual understanding of events.
- To enable students to develop their own critical and intellectual capabilities.
- To enhance students' awareness and cultural understanding of changing environments
- To provide a sound basis for students' career development and lifelong learning.

The BSc (Hons) Events Management is arguably distinctive because it combines a focus on the practical business and management of events with language studies and study abroad/overseas work placements. Moreover, this programme is typically underpinned by a critical and reflective approach to the study of events rooted firmly in the social sciences.

### **3.3 Variations to Standard Regulations and Guidance**

None

## 4. Programme Outcomes

Programme-level learning outcomes are identified below.

Refer to *Appendix I – Curriculum Map* for details of how outcomes are deployed across the programme.

### 4.1 Knowledge and Understanding

On successful completion of this programme a student will have knowledge and understanding of:

- 1 A1 identify and critically evaluate the structures, roles, products, supply chains and strategic operations of events enterprises and associated businesses.
- 2 A2 critically appraise the dynamic contexts and uncertain environments within which events organisations and venues operate.
- 3 A3 demonstrate knowledge and understanding of event consumers, their needs, behaviour and social interactions, the consumer cultures and the relationships between consumers, and providers of events services.
- 4 A4 critically appraise the inter-relationship between events and the communities, cultures, economies and environments within which it takes place, and to evaluate appropriate policy and planning processes.
- 5 A5 demonstrate an understanding and critical awareness of the various domains associated with event planning, organisation, implementation, management and evaluation.
- 6 A6 demonstrate an understanding of the issues and principles of sustainability, ethics and social responsibility in the context of events.

### 4.2 Subject Specific Intellectual Skills

On successful completion of this programme a student will be able to:

- 7 B1 apply appropriate business and management concepts, knowledge and skills to the specific context of events.
- 8 B2 apply knowledge regarding legal and regulatory frameworks of events to the planning, operating and management stages of the organisational process
- 9 B3 apply appropriate social scientific paradigms to the understanding and solution of empirical events issues and problems.
- 10 B4 synthesise and critically assess evidence in a range of forms and from various disciplines, including published papers, reports, statistics, policy documents and other events-related materials.
- 11 B5 explain and challenge theories and concepts that are used to understand and manage events.

### 4.3 Subject Specific Practical Skills

On successful completion of this programme a student will be able to:

- 12 C1 apply specialist knowledge to facilitate effective solutions to problems in events management and development.
- 13 C2 analyse the nature, characteristics, needs and expectations of event consumers through applying appropriate theories and concepts.
- 14 C3 generate creative ideas/concepts, event designs, proposals, and solutions to meet differing client/business needs.
- 15 C4 analyse and evaluate the quality of the event experience and its impact on the event consumer and/or the wider organization.
- 16 C5 evaluate the importance of cultural and other diversities in the management of the events the events workforce and develop robust management strategies.
- 17 C6 demonstrate a portfolio of event experience and practice obtained through research engaged learning and/or professional practice.

#### **4.4 Transferable Skills and Attributes**

On successful completion of this programme a student will be able to:

- 18 D1 develop reasoned argument to support or refute a case.
- 19 D2 take responsibility for their own learning and personal professional development.
- 20 D3 apply ethical approaches to issues and decision making.
- 21 D4 apply appropriate IT and research skills.
- 22 D5 demonstrate teamwork, group skills, self appraisal and reflectivity.
- 23 D6 demonstrate skills in various kinds of interpersonal and public presentation.

For details of each module contributing to the programme, please consult the module specification document.



## **5. Learning, Teaching and Assessment Strategies**

### **5.1. Learning and Teaching Strategy**

The teaching and learning strategy adopted within BSc (Hons) Events Management derives from the general strategy and policy of Lincoln Business School towards learning, teaching and assessment. The teaching team continues to seek to reflect best practice in learning and teaching, whilst acknowledging changes in the strategic vision within the University and Faculty, specifically the implications of the 'Student as Producer' initiative. The programme team recognise that teaching and learning methods cannot be separated from the assessment of students learning. This is particularly the case where teaching and learning activities are increasingly aligned to the development of research capabilities associated with Student as Producer. So, collaborative research may be a key learning activity, which lends itself to the coproduction of learning outputs, peer review and assessment.

The Events Management programme area aims to provide a diverse range of learning and assessment situations that develop appropriate knowledge, intellectual and practical skills, and promote opportunities for all to acquire and demonstrate transferable, interpersonal and problem-solving skills, within the broad context of events, and in a multi-cultural context. These skills provide students with an opportunity to plan for their future careers, enabling them to become life-long learners and to adapt to future changing career patterns.

The teaching team is committed to maintaining and enhancing its goals for learning, teaching and assessment formulated in events course documents and subject area handbooks. Learning, teaching and assessment methods typically continue to evolve to provide a flexible, balanced and appropriate diet and enable student performance to be effectively and imaginatively measured. These methods aim to help all students to become:

- informed, interpretive, analytical and critical
- confident in their ability to undertake autonomous study
- able to identify, analyse and resolve problems
- knowledgeable about key issues and challenges within the events sector
- proficient in applying knowledge and skills to engage in independent and collaborative research
- aware of the value of acquiring and demonstrating transferable personal skills
- adept in group work, communications skills and time management.

Working within the University model where all modules are centred upon a set of consistent and agreed learning outcomes, the teaching team typically seeks to implement:

- a programme of modules with clearly-stated and attainable learning outcomes that are current, relevant and academically authoritative within events management field.
- a learning and teaching strategy where methods in each module are those most appropriate to achieve the learning outcomes for the mix of students taking that module, where they may range from student centred to student directed learning; the use of a wide range of learning and teaching methods will continue to be encouraged.
- an assessment strategy that ensures that assessment is matched to learning outcomes, that assessment criteria and methods ensure that students meet all the learning outcomes associated with each module, and that assessment and feedback contribute to the student learning process.
- review processes that critically appraise and evaluate learning, teaching and assessment methods within the subject area to ensure that they meet the learning needs of all students, and incorporate advances in pedagogical research and development.

Teaching staff aspire to motivate students, to encourage the sharing of skills and insights, and to develop independence in study. Students themselves become part of the teaching process through

group activities, which enhance their depth of learning and develop their research competence. As students move through the programme they will typically notice a changed emphasis from tutor-led teaching and learning towards collaborative learning and independent study.

Learning situations are arguably varied within and across programmes, reflecting the diversity of learning resources and the integration of learning and teaching processes. Staff attempt to develop appropriate and supportive learning materials that are suitable for students with a variety of backgrounds. The subject area has an expectation that current research by staff will be integrated into the curriculum where possible.

The range of teaching and learning methods used in the BSc (Hons) Events Management is indicated below:

Method; Observations on strategy

Lectures and seminars;

1. Lectures are used primarily in discipline-bound areas, and where the expertise of multiple staff members can contribute to a single module. If practicable, lecture materials can be enhanced by audiovisual material in the early stages of the course, to provide extra aid to overseas students facing an unfamiliar learning environment.

2. Seminars offer opportunities for student-centred learning and a range of face-to-face, tutor-supported formats.

Workshops;

These are used particularly in task-based study, and particularly in IT-related areas and for group activity.

Tutorials and Consultations;

These are used especially to aid equal opportunity for assignments, feedback, and for independent study supervision.

Study visits;

Study visits offer a range of objectives for learning within the Department. Quite often these are research focused, providing opportunities for field research or practice based observation.

Visiting speakers;

Visiting speakers provide specialist expertise and current application knowledge in a range of units and cross-unit areas.

Projects;

These provide for experiential learning (often in a group context) and opportunities for research based and collaborative learning, as well as for exposure to live conditions in the events sector.

Virtual Learning Environment (Blackboard);

The use of this resource includes provision of course materials, notices, study guides, email centre and conferencing, off-campus learning and supportive learning packages. The use of blogs and wikis where appropriate to facilitate collaboration and group communication. Turnitin is used as the standard means of submission for assessed work and for student feedback. On-line module evaluations are also included in this environment. Peer assessment of group work is also conducted in the VLE.

To support teaching and learning, students are provided with module handbooks for every module studied. These handbooks provide information on module content, learning outcomes, the lecture / seminar / workshop programme, modes of assessment with deadlines where appropriate, assessment guidelines, the reading list and transferable skills. The module handbooks thus provide the framework of an informal learning contract between students and staff, with expectations of performance delivery and outcomes.

The subject area is committed to the use of the virtual learning environment (VLE) in all areas of learning and teaching. Staff utilisation often extends beyond its use as an electronic notice board and in some cases encompasses a number of learning interactions; from Wikis, to on-line conferencing to assessment and assessment feedback. All year and module handbooks for events are available electronically, as is a range of supporting materials.

In order to pay particular attention to the development of transferable skills, the teaching team promotes where feasible a full range of student-centred learning and assessment methods across modules (see also Assessment Strategy below). Written communication skills are developed through essays, report writing, case study evaluation, examinations and the independent study; oral communication skills through group and individual presentations; teamwork through group activities and presentations; literature searching and review through essays, examinations and presentations; computer literacy and data manipulation skills through use of word processing, spreadsheet, PASW, GIS and web-based activities for example. Students are often able to work on live projects that link academic and practical skills.

The teaching team is committed to continuing its monitoring and evaluation of learning and teaching with a view to enhancing and improving the experience, as well as quality checking. Learning and teaching are typically monitored and evaluated from the perspectives of:

- the students, in order to ensure that students are learning in a high quality environment that stimulates students to take an active role in the learning process, and to assess student perceptions of their achievement of learning outcomes;
- teaching staff, in order to further develop and share the best learning and teaching practice, and to identify and remediate any issues that cause problems for learning, teaching and assessment;
- the teaching team, in order to assure efficiency and effectiveness in learning and teaching across the subject of events, and to provide for staff development for the enhancement of best practice.

The team typically uses a range of measures to monitor, evaluate and enhance learning and teaching, including module reviews by module co-ordinators, student evaluation of modules, and peer review of teaching, learning and assessment.

## **5.2. Assessment Strategy**

The assessment strategy adopted within the BSc (Hons) Events Management follows the principle within the Lincoln International Business School that a wide range of types of assessment should be offered. Within this context, it is imperative that all assessments contribute in a balanced way to the learning outcomes at programme level, as well as providing assessments of outcomes specific to each module. Moreover, in line with QAA principles assessment is effectively integral to teaching and learning strategy.

The subject area views assessment as an integral part of the learning process, and it is considered to be instrumental in the achievement of successful learning in all programmes. Our policy is to use and

encourage a relevant and diverse range of assessment methodologies where possible that:

- are relevant to the accommodation of the potentially diverse range of students gaining access to the undergraduate programmes of the University;
- foster critical thinking, effective communication and independence in learning;
- are appropriate by level;
- provide progression by level to maintain academic quality and student development;
- provide balance between modules through a level;
- develop a range of students' skills and recognise students' individual competencies;
- are diverse and innovative, reflecting contemporary pedagogic practice and the needs of active learners;
- provide opportunities for students to become involved in the assessment process;
- result in appropriate and timely feedback to students

All assessment items within the Events Management subject area are designed with University criteria in mind, which themselves reflect criteria of the Quality Assurance Agency, and to reflect competencies expected within the events curriculum. Both events subject-specific and transferable skills are assessed. Assessments are typically published in advance (see module handbooks), in order to achieve transparency in the objectives and implementation for both students and staff.

The range of assessment formats used on BSc (Hons) Events Management includes:

- Written examinations
- Oral Assessment and Presentations, by individuals or small groups of students
- Written Reports; applied/consultancy or research reports by individuals and groups
- Portfolios or collections of practical work produced by individuals or groups
- Written essays
- Visual Poster Presentations
- Book Chapters
- Virtual Conference Papers
- Consultancy Projects
- Dissertation

Assessment methods are also varied, reflecting the nature of the learning input as well as the learning output. So, students will be assessed individually as well as in teams. In terms of group work, the nature of the assessment and the engagement of students in the assessment process is progressive. At level 5, students may be involved in peer and self assessment; whilst at levels 5 & 6, they have the opportunity to be involved in the design of the assessment criteria on particular modules.

Where students submit written work it is submitted electronically via Blackboard and subject to 'similarity' checks via Turnitin. In many modules feedback on written assessment is also delivered electronically.

The strategy for assessment for the BSc (Hons) Events Management programme includes the use of formative assessments where possible, to provide a key element of the learning experience. It also is designed to stagger the submission dates to provide a balanced study workload throughout the semesters. Thirdly, the appropriate overall assessment 'load' per student per module has been centrally agreed, and this is typically reflected in the individual module specifications.

Assessment map gives a top-level indication of the scheduling and distribution of assessment modes

within the programme. Details of module assessment strategy are typically included with each module specification.

## 6. Programme Structure

The total number of credit points required for the achievement of Certificate of Higher Education (CertHE) is 120.

The total number of credit points required for the achievement of Diploma of Higher Education (DipHE) is 240.

The total number of credit points required for the achievement of Bachelor of Science with Honours (BSc (Hons)) is 360.

### Level 1

<b>Title</b>	<b>Credit Rating</b>	<b>Core / Optional</b>
Event Management: Concepts and Practices 2019-20	30	Core
Principles of Marketing 2019-20	15	Core
Investigating the Experience Economy 2019-20	15	Core
Core French 1 2019-20	15	Optional
Intermediate French 1 2019-20	15	Optional
Advanced French 1 2019-20	15	Optional
Core Chinese 1 2019-20	15	Optional
Core Spanish 1 2019-20	15	Optional
Intermediate Spanish 1 2019-20	15	Optional
Advanced Spanish 1 2019-20	15	Optional
Core German 1 2019-20	15	Optional
Intermediate German 1 2019-20	15	Optional
Advanced German 1 2019-20	15	Optional
Core French 2 2019-20	15	Optional
Intermediate French 2 2019-20	15	Optional
Advanced French 2 2019-20	15	Optional
Core Chinese 2 2019-20	15	Optional
Core Spanish 2 2019-20	15	Optional
Intermediate Spanish 2 2019-20	15	Optional
Advanced Spanish 2 2019-20	15	Optional
Core German 2 2019-20	15	Optional
Intermediate German 2 2019-20	15	Optional
Advanced German 2 2019-20	15	Optional
Introduction to Advertising 2019-20	15	Optional
Space, Mobilities and the Experience Economy 2019-20	15	Core
Organisational Behaviour 2019-20	15	Optional
Introduction to Business Finance 2019-20	15	Core
English Business Culture and Society 1 2019-20	15	Optional
English Business Culture And Society 2 2019-20	15	Optional

### Level 2

<b>Title</b>	<b>Credit Rating</b>	<b>Core / Optional</b>
Understanding the Visitor Experience 2020-21	15	Optional
Law for Tourism, Events and Sports Managers 2020-21	15	Optional
Managing the Environment for Tourism and Events 2020-21	15	Optional
Human Resource Management For Tourism and Events 2020-21	15	Core
Research Methods for Tourism and Events 2020-21	15	Optional
Sponsorship and Corporate Hospitality 2020-21	15	Optional

Short Term Study Abroad 2020-21	60	Optional
Chinese Accelerated 3 2020-21	15	Optional
Chinese Accelerated 4 2020-21	15	Optional
German Intermediate 4 2020-21	15	Optional
Event Management 2020-21	15	Optional
Business English and Communication 2020-21	30	Optional
Budgeting for Business 2020-21	15	Optional
Buyer Behaviour 2020-21	15	Optional
Corporate Reputation and Public Relations 2020-21	15	Optional
Cross Cultural Management 2020-21	15	Optional
Finance for Business 2020-21	15	Optional
Media Planning for Advertising 2020-21	15	Optional
Operations Management 2020-21	15	Optional
Principles of Project Management 2020-21	15	Optional
Relational Strategies and Interactive Media 2020-21	30	Optional
Client Based Project 2020-21	15	Optional
Advanced French for Business 4 2020-21	15	Optional
Advanced German for Business 3 2020-21	15	Optional
Project Management for Events 2020-21	15	Core
Advanced French for Business 3 2020-21	15	Optional
Advanced German for Business 4 2020-21	15	Optional
Advanced Spanish for Business 3 2020-21	15	Optional
Advanced Spanish for Business 4 2020-21	15	Optional
Core Chinese for Business 3 2020-21	15	Optional
Core Chinese for Business 4 2020-21	15	Optional
Core French for Business 3 2020-21	15	Optional
Core French for Business 4 2020-21	15	Optional
Core German for Business 3 2020-21	15	Optional
Core German for Business 4 2020-21	15	Optional
Intermediate French for Business 3 2020-21	15	Optional
Intermediate French for Business 4 2020-21	15	Optional
Intermediate German for Business 3 2020-21	15	Optional
Intermediate German for Business 4 2020-21	15	Core
Intermediate Spanish for Business 3 2020-21	15	Optional
Core Spanish for Business 3 2020-21	15	Optional
Intermediate Spanish for Business 4 2020-21	15	Optional
Core Spanish for Business 4 2020-21	15	Optional
Core Italian 3 2020-21	15	Optional
Core Italian 4 2020-21	15	Optional
Professional Practice 2020-21	0	Optional

### Level 3

Title	Credit Rating	Core / Optional
Events and Sustainability 2021-22	15	Core
Dissertation in Tourism and Sport Business Management 2021-22	30	Optional
Consumer Culture 2021-22	15	Optional
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22	30	Core
Planning and Evaluating Event Legacy 2021-22	15	Core
Digital Economy and Digital Cultures 2021-22	15	Optional

Consultancy Project (Business) 2021-22	30	Optional
Advanced Business English and Communication 2021-22	30	Optional
Crisis Management 2021-22	15	Optional
Disaster Management 2021-22	15	Optional



## Appendix I - Curriculum Map

This table indicates which modules assume responsibility for delivering and ordering particular programme learning outcomes.

**Key:**  Delivered and Assessed     Delivered     Assessed

### Level 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advanced French 1 2019-20												
Advanced French 2 2019-20												
Advanced German 1 2019-20												
Advanced German 2 2019-20												
Advanced Spanish 1 2019-20												
Advanced Spanish 2 2019-20												
Core Chinese 1 2019-20												
Core Chinese 2 2019-20												
Core French 1 2019-20												
Core French 2 2019-20												
Core German 1 2019-20												
Core German 2 2019-20												
Core Spanish 1 2019-20												
Core Spanish 2 2019-20												
English Business Culture and Society 1 2019-20												
English Business Culture And Society 2 2019-20												
Event Management: Concepts and Practices 2019-20	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Intermediate French 1 2019-20												
Intermediate French 2 2019-20												
Intermediate German 1 2019-20												

Intermediate German 2 2019-20												
Intermediate Spanish 1 2019-20												
Intermediate Spanish 2 2019-20												
Introduction to Advertising 2019-20												
Introduction to Business Finance 2019-20												
Investigating the Experience Economy 2019-20				✓		✓			✓			
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20		✓								✓		
Space, Mobilities and the Experience Economy 2019-20				✓						✓		

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22	PO23
Advanced French 1 2019-20											
Advanced French 2 2019-20											
Advanced German 1 2019-20											
Advanced German 2 2019-20											
Advanced Spanish 1 2019-20											
Advanced Spanish 2 2019-20											
Core Chinese 1 2019-20											
Core Chinese 2 2019-20											
Core French 1 2019-20											
Core French 2 2019-20											
Core German 1 2019-20											
Core German 2 2019-20											
Core Spanish 1 2019-20											
Core Spanish 2 2019-20											
English Business Culture and Society 1 2019-20											
English Business Culture And Society 2 2019-20											
Event Management: Concepts and Practices 2019-20	✓										
Intermediate French 1 2019-20											
Intermediate French 2 2019-20											

Intermediate German 1 2019-20												
Intermediate German 2 2019-20												
Intermediate Spanish 1 2019-20												
Intermediate Spanish 2 2019-20												
Introduction to Advertising 2019-20												
Introduction to Business Finance 2019-20												
Investigating the Experience Economy 2019-20				✓			✓			✓	✓	✓
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20			✓									
Space, Mobilities and the Experience Economy 2019-20							✓			✓		

## Level 2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advanced French for Business 3 2020-21												
Advanced French for Business 4 2020-21												
Advanced German for Business 3 2020-21												
Advanced German for Business 4 2020-21												
Advanced Spanish for Business 3 2020-21												
Advanced Spanish for Business 4 2020-21												
Budgeting for Business 2020-21												
Business English and Communication 2020-21												
Buyer Behaviour 2020-21												
Chinese Accelerated 3 2020-21												
Chinese Accelerated 4 2020-21												
Client Based Project 2020-21												
Core Chinese for Business 3 2020-21												
Core Chinese for Business 4 2020-21												
Core French for Business 3 2020-21												

Core French for Business 4 2020-21												
Core German for Business 3 2020-21												
Core German for Business 4 2020-21												
Core Italian 3 2020-21												
Core Italian 4 2020-21												
Core Spanish for Business 3 2020-21												
Core Spanish for Business 4 2020-21												
Corporate Reputation and Public Relations 2020-21												
Cross Cultural Management 2020-21												
Event Management 2020-21												
Finance for Business 2020-21												
German Intermediate 4 2020-21												
Human Resource Management For Tourism and Events 2020-21			✓		✓		✓				✓	✓
Intermediate French for Business 3 2020-21												
Intermediate French for Business 4 2020-21												
Intermediate German for Business 3 2020-21												
Intermediate German for Business 4 2020-21												
Intermediate Spanish for Business 3 2020-21												
Intermediate Spanish for Business 4 2020-21												
Law for Tourism, Events and Sports Managers 2020-21								✓				✓
Managing the Environment for Tourism and Events 2020-21				✓		✓					✓	✓
Media Planning for Advertising 2020-21												
Operations Management 2020-21												
Principles of Project Management 2020-21												
Professional Practice 2020-21												
Project Management for Events 2020-21						✓	✓		✓			✓
Relational Strategies and Interactive Media 2020-21												
Research Methods for Tourism and Events									✓			

2020-21												
Short Term Study Abroad 2020-21												
Sponsorship and Corporate Hospitality 2020-21	✓	✓			✓		✓			✓		
Understanding the Visitor Experience 2020-21				✓		✓		✓	✓			

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22	PO23
Advanced French for Business 3 2020-21											
Advanced French for Business 4 2020-21											
Advanced German for Business 3 2020-21											
Advanced German for Business 4 2020-21											
Advanced Spanish for Business 3 2020-21											
Advanced Spanish for Business 4 2020-21											
Budgeting for Business 2020-21											
Business English and Communication 2020-21											
Buyer Behaviour 2020-21											
Chinese Accelerated 3 2020-21											
Chinese Accelerated 4 2020-21											
Client Based Project 2020-21											
Core Chinese for Business 3 2020-21											
Core Chinese for Business 4 2020-21											
Core French for Business 3 2020-21											
Core French for Business 4 2020-21											
Core German for Business 3 2020-21											
Core German for Business 4 2020-21											
Core Italian 3 2020-21											
Core Italian 4 2020-21											
Core Spanish for Business 3 2020-21											
Core Spanish for Business 4 2020-21											
Corporate Reputation and Public Relations 2020-21											
Cross Cultural Management 2020-21											
Event Management 2020-21											

Finance for Business 2020-21												
German Intermediate 4 2020-21												
Human Resource Management For Tourism and Events 2020-21				✓				✓	✓			
Intermediate French for Business 3 2020-21												
Intermediate French for Business 4 2020-21												
Intermediate German for Business 3 2020-21												
Intermediate German for Business 4 2020-21												
Intermediate Spanish for Business 3 2020-21												
Intermediate Spanish for Business 4 2020-21												
Law for Tourism, Events and Sports Managers 2020-21									✓			
Managing the Environment for Tourism and Events 2020-21											✓	
Media Planning for Advertising 2020-21												
Operations Management 2020-21												
Principles of Project Management 2020-21										✓		
Professional Practice 2020-21												
Project Management for Events 2020-21		✓										
Relational Strategies and Interactive Media 2020-21												
Research Methods for Tourism and Events 2020-21						✓				✓	✓	✓
Short Term Study Abroad 2020-21												
Sponsorship and Corporate Hospitality 2020-21		✓					✓					✓
Understanding the Visitor Experience 2020-21	✓		✓							✓	✓	

### Level 3

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advanced Business English and Communication 2021-22												
Consultancy Project (Business) 2021-22										✓		

Consumer Culture 2021-22			✓	✓					✓			
Crisis Management 2021-22												
Digital Economy and Digital Cultures 2021-22		✓					✓				✓	
Disaster Management 2021-22												
Dissertation in Tourism and Sport Business Management 2021-22										✓		
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22	✓						✓				✓	
Events and Sustainability 2021-22		✓		✓		✓				✓		✓
Planning and Evaluating Event Legacy 2021-22			✓		✓			✓	✓			

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22	PO23
Advanced Business English and Communication 2021-22											
Consultancy Project (Business) 2021-22					✓						
Consumer Culture 2021-22	✓					✓					
Crisis Management 2021-22											
Digital Economy and Digital Cultures 2021-22		✓			✓						✓
Disaster Management 2021-22											
Dissertation in Tourism and Sport Business Management 2021-22					✓						
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22		✓		✓				✓			
Events and Sustainability 2021-22						✓			✓	✓	
Planning and Evaluating Event Legacy 2021-22	✓		✓		✓		✓				✓

## Appendix II - Assessment Map

This table indicates the spread of assessment activity across the programme. Percentages indicate assessment weighting.

### Level 1

	01	02	03	04	05	06	07	08	09	10	11	12
Advanced French 1 2019-20												40
Advanced French 2 2019-20												
Advanced German 1 2019-20												40
Advanced German 2 2019-20												
Advanced Spanish 1 2019-20												40
Advanced Spanish 2 2019-20												
Core Chinese 1 2019-20											50	50
Core Chinese 2 2019-20												
Core French 1 2019-20											50	50
Core French 2 2019-20												
Core German 1 2019-20											50	50
Core German 2 2019-20												
Core Spanish 1 2019-20											50	50
Core Spanish 2 2019-20												
English Business Culture and Society 1 2019-20											50	50
English Business Culture And Society 2 2019-20												
Event Management: Concepts and Practices 2019-20												40
Intermediate French 1 2019-20												40
Intermediate French 2 2019-20												
Intermediate German 1 2019-20												40
Intermediate German 2 2019-20												
Intermediate Spanish 1 2019-20												40



Intermediate Spanish 2 2019-20												
Introduction to Advertising 2019-20												
Introduction to Business Finance 2019-20										10		
Investigating the Experience Economy 2019-20												100
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20												
Space, Mobilities and the Experience Economy 2019-20								30				
	13	14	15	16	17	18	19	20	21	22	23	24
Advanced French 1 2019-20	60											
Advanced French 2 2019-20												
Advanced German 1 2019-20	60											
Advanced German 2 2019-20												
Advanced Spanish 1 2019-20	60											
Advanced Spanish 2 2019-20												
Core Chinese 1 2019-20												
Core Chinese 2 2019-20												
Core French 1 2019-20												
Core French 2 2019-20												
Core German 1 2019-20												
Core German 2 2019-20												
Core Spanish 1 2019-20												
Core Spanish 2 2019-20												
English Business Culture and Society 1 2019-20												
English Business Culture And Society 2 2019-20												
Event Management: Concepts and Practices 2019-20												
Intermediate French 1 2019-20	60											
Intermediate French 2 2019-20												

Intermediate German 1 2019-20	60												
Intermediate German 2 2019-20													
Intermediate Spanish 1 2019-20	60												
Intermediate Spanish 2 2019-20													
Introduction to Advertising 2019-20								40					
Introduction to Business Finance 2019-20													
Investigating the Experience Economy 2019-20													
Organisational Behaviour 2019-20													
Principles of Marketing 2019-20													
Space, Mobilities and the Experience Economy 2019-20	70												
		25	26	27	28	29	30	31	32	33	34	35	36
Advanced French 1 2019-20													
Advanced French 2 2019-20								100					
Advanced German 1 2019-20								100					
Advanced German 2 2019-20								100					
Advanced Spanish 1 2019-20								100					
Advanced Spanish 2 2019-20								100					
Core Chinese 1 2019-20													
Core Chinese 2 2019-20				50				50					
Core French 1 2019-20													
Core French 2 2019-20				50				50					
Core German 1 2019-20													
Core German 2 2019-20				50				50					
Core Spanish 1 2019-20													
Core Spanish 2 2019-20				50				50					
English Business Culture and Society 1 2019-20													
English Business Culture And Society 2 2019-20				50				50					
Event Management: Concepts and Practices	20												40

2019-20												
Intermediate French 1 2019-20												
Intermediate French 2 2019-20								100				
Intermediate German 1 2019-20												
Intermediate German 2 2019-20								100				
Intermediate Spanish 1 2019-20												
Intermediate Spanish 2 2019-20								100				
Introduction to Advertising 2019-20				60								
Introduction to Business Finance 2019-20			50								40	
Investigating the Experience Economy 2019-20												
Organisational Behaviour 2019-20		60							40			
Principles of Marketing 2019-20			40									60
Space, Mobilities and the Experience Economy 2019-20												
	37	38	39	40	41	42	43	44	45	46	47	48
Advanced French 1 2019-20												
Advanced French 2 2019-20												
Advanced German 1 2019-20												
Advanced German 2 2019-20												
Advanced Spanish 1 2019-20												
Advanced Spanish 2 2019-20												
Core Chinese 1 2019-20												
Core Chinese 2 2019-20												
Core French 1 2019-20												
Core French 2 2019-20												
Core German 1 2019-20												
Core German 2 2019-20												
Core Spanish 1 2019-20												
Core Spanish 2 2019-20												
English Business Culture and Society 1 2019-20												

English Business Culture And Society 2 2019-20																				
Event Management: Concepts and Practices 2019-20																				
Intermediate French 1 2019-20																				
Intermediate French 2 2019-20																				
Intermediate German 1 2019-20																				
Intermediate German 2 2019-20																				
Intermediate Spanish 1 2019-20																				
Intermediate Spanish 2 2019-20																				
Introduction to Advertising 2019-20																				
Introduction to Business Finance 2019-20																				
Investigating the Experience Economy 2019-20																				
Organisational Behaviour 2019-20																				
Principles of Marketing 2019-20																				
Space, Mobilities and the Experience Economy 2019-20																				

											49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)	
Advanced French 1 2019-20																	
Advanced French 2 2019-20																	
Advanced German 1 2019-20																	
Advanced German 2 2019-20																	
Advanced Spanish 1 2019-20																	
Advanced Spanish 2 2019-20																	
Core Chinese 1 2019-20																	
Core Chinese 2 2019-20																	
Core French 1 2019-20																	

Core French 2 2019-20												
Core German 1 2019-20												
Core German 2 2019-20												
Core Spanish 1 2019-20												
Core Spanish 2 2019-20												
English Business Culture and Society 1 2019-20												
English Business Culture And Society 2 2019-20												
Event Management: Concepts and Practices 2019-20												
Intermediate French 1 2019-20												
Intermediate French 2 2019-20												
Intermediate German 1 2019-20												
Intermediate German 2 2019-20												
Intermediate Spanish 1 2019-20												
Intermediate Spanish 2 2019-20												
Introduction to Advertising 2019-20												
Introduction to Business Finance 2019-20												
Investigating the Experience Economy 2019-20												
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20												
Space, Mobilities and the Experience Economy 2019-20												

## Level 2

	01	02	03	04	05	06	07	08	09	10	11	12
Advanced French for Business 3 2020-21											50	50
Advanced French for Business 4 2020-21												
Advanced German for Business 3 2020-21											50	50
Advanced German for Business 4 2020-21												
Advanced Spanish for Business 3 2020-21											50	50
Advanced Spanish for Business 4 2020-21												
Budgeting for Business 2020-21												

Business English and Communication 2020-21											25	25
Buyer Behaviour 2020-21											20	
Chinese Accelerated 3 2020-21												
Chinese Accelerated 4 2020-21												
Client Based Project 2020-21												
Core Chinese for Business 3 2020-21											50	50
Core Chinese for Business 4 2020-21												
Core French for Business 3 2020-21										25		75
Core French for Business 4 2020-21												
Core German for Business 3 2020-21										25		75
Core German for Business 4 2020-21												
Core Italian 3 2020-21											50	50
Core Italian 4 2020-21												
Core Spanish for Business 3 2020-21										25		75
Core Spanish for Business 4 2020-21												
Corporate Reputation and Public Relations 2020-21					40		10					
Cross Cultural Management 2020-21											70	
Event Management 2020-21										70		
Finance for Business 2020-21												
German Intermediate 4 2020-21												
Human Resource Management For Tourism and Events 2020-21						30						
Intermediate French for Business 3 2020-21											50	50
Intermediate French for Business 4 2020-21												
Intermediate German for Business 3 2020-21											50	50
Intermediate German for Business 4 2020-21												
Intermediate Spanish for Business 3 2020-21											50	50
Intermediate Spanish for Business 4 2020-21												
Law for Tourism, Events and Sports Managers 2020-21												
Managing the Environment for Tourism and									50			50

Events 2020-21												
Media Planning for Advertising 2020-21										20		
Operations Management 2020-21						20						
Principles of Project Management 2020-21												
Professional Practice 2020-21												
Project Management for Events 2020-21												
Relational Strategies and Interactive Media 2020-21									40			
Research Methods for Tourism and Events 2020-21												
Short Term Study Abroad 2020-21												
Sponsorship and Corporate Hospitality 2020-21												100
Understanding the Visitor Experience 2020-21												
	13	14	15	16	17	18	19	20	21	22	23	24
Advanced French for Business 3 2020-21												
Advanced French for Business 4 2020-21												
Advanced German for Business 3 2020-21												
Advanced German for Business 4 2020-21												
Advanced Spanish for Business 3 2020-21												
Advanced Spanish for Business 4 2020-21												
Budgeting for Business 2020-21												
Business English and Communication 2020-21												
Buyer Behaviour 2020-21				80								
Chinese Accelerated 3 2020-21												
Chinese Accelerated 4 2020-21												
Client Based Project 2020-21												
Core Chinese for Business 3 2020-21												
Core Chinese for Business 4 2020-21												
Core French for Business 3 2020-21												

Core French for Business 4 2020-21													
Core German for Business 3 2020-21													
Core German for Business 4 2020-21													
Core Italian 3 2020-21													
Core Italian 4 2020-21													
Core Spanish for Business 3 2020-21													
Core Spanish for Business 4 2020-21													
Corporate Reputation and Public Relations 2020-21						50							
Cross Cultural Management 2020-21		30											
Event Management 2020-21	30												
Finance for Business 2020-21													
German Intermediate 4 2020-21	50												
Human Resource Management For Tourism and Events 2020-21	70												
Intermediate French for Business 3 2020-21													
Intermediate French for Business 4 2020-21													
Intermediate German for Business 3 2020-21													
Intermediate German for Business 4 2020-21													
Intermediate Spanish for Business 3 2020-21													
Intermediate Spanish for Business 4 2020-21													
Law for Tourism, Events and Sports Managers 2020-21													
Managing the Environment for Tourism and Events 2020-21													
Media Planning for Advertising 2020-21	40	40											
Operations Management 2020-21						80							
Principles of Project Management 2020-21													
Professional Practice 2020-21													
Project Management for Events 2020-21	100												
Relational Strategies and Interactive Media 2020-21													
Research Methods for Tourism and Events													



2020-21												
Short Term Study Abroad 2020-21												
Sponsorship and Corporate Hospitality 2020-21												
Understanding the Visitor Experience 2020-21												
	25	26	27	28	29	30	31	32	33	34	35	36
Advanced French for Business 3 2020-21												
Advanced French for Business 4 2020-21				50			50					
Advanced German for Business 3 2020-21												
Advanced German for Business 4 2020-21				50			50					
Advanced Spanish for Business 3 2020-21												
Advanced Spanish for Business 4 2020-21				50			50					
Budgeting for Business 2020-21												
Business English and Communication 2020-21				25			25					
Buyer Behaviour 2020-21												
Chinese Accelerated 3 2020-21			100									
Chinese Accelerated 4 2020-21			100									
Client Based Project 2020-21						100						
Core Chinese for Business 3 2020-21												
Core Chinese for Business 4 2020-21				50			50					
Core French for Business 3 2020-21												
Core French for Business 4 2020-21				50			50					
Core German for Business 3 2020-21												
Core German for Business 4 2020-21				50			50					
Core Italian 3 2020-21												
Core Italian 4 2020-21						50	50					
Core Spanish for Business 3 2020-21												
Core Spanish for Business 4 2020-21				50			50					
Corporate Reputation and Public Relations 2020-21												

Cross Cultural Management 2020-21												
Event Management 2020-21												
Finance for Business 2020-21			40						60			
German Intermediate 4 2020-21			50									
Human Resource Management For Tourism and Events 2020-21												
Intermediate French for Business 3 2020-21												
Intermediate French for Business 4 2020-21				50			50					
Intermediate German for Business 3 2020-21												
Intermediate German for Business 4 2020-21				50			50					
Intermediate Spanish for Business 3 2020-21												
Intermediate Spanish for Business 4 2020-21				50			50					
Law for Tourism, Events and Sports Managers 2020-21	60								40			
Managing the Environment for Tourism and Events 2020-21												
Media Planning for Advertising 2020-21												
Operations Management 2020-21												
Principles of Project Management 2020-21							30				70	
Professional Practice 2020-21												
Project Management for Events 2020-21												
Relational Strategies and Interactive Media 2020-21		60										
Research Methods for Tourism and Events 2020-21						60						40
Short Term Study Abroad 2020-21												100
Sponsorship and Corporate Hospitality 2020-21												
Understanding the Visitor Experience 2020-21												100
	37	38	39	40	41	42	43	44	45	46	47	48
Advanced French for Business 3 2020-21												

Advanced French for Business 4 2020-21													
Advanced German for Business 3 2020-21													
Advanced German for Business 4 2020-21													
Advanced Spanish for Business 3 2020-21													
Advanced Spanish for Business 4 2020-21													
Budgeting for Business 2020-21													
Business English and Communication 2020-21													
Buyer Behaviour 2020-21													
Chinese Accelerated 3 2020-21													
Chinese Accelerated 4 2020-21													
Client Based Project 2020-21													
Core Chinese for Business 3 2020-21													
Core Chinese for Business 4 2020-21													
Core French for Business 3 2020-21													
Core French for Business 4 2020-21													
Core German for Business 3 2020-21													
Core German for Business 4 2020-21													
Core Italian 3 2020-21													
Core Italian 4 2020-21													
Core Spanish for Business 3 2020-21													
Core Spanish for Business 4 2020-21													
Corporate Reputation and Public Relations 2020-21													
Cross Cultural Management 2020-21													
Event Management 2020-21													
Finance for Business 2020-21													
German Intermediate 4 2020-21													
Human Resource Management For Tourism and Events 2020-21													
Intermediate French for Business 3 2020-21													
Intermediate French for Business 4 2020-21													
Intermediate German for Business 3 2020-21													

Intermediate German for Business 4 2020-21												
Intermediate Spanish for Business 3 2020-21												
Intermediate Spanish for Business 4 2020-21												
Law for Tourism, Events and Sports Managers 2020-21												
Managing the Environment for Tourism and Events 2020-21												
Media Planning for Advertising 2020-21												
Operations Management 2020-21												
Principles of Project Management 2020-21												
Professional Practice 2020-21												
Project Management for Events 2020-21												
Relational Strategies and Interactive Media 2020-21												
Research Methods for Tourism and Events 2020-21												
Short Term Study Abroad 2020-21												
Sponsorship and Corporate Hospitality 2020-21												
Understanding the Visitor Experience 2020-21												
							49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)
Advanced French for Business 3 2020-21												
Advanced French for Business 4 2020-21												
Advanced German for Business 3 2020-21												
Advanced German for Business 4 2020-21												
Advanced Spanish for Business 3 2020-21												
Advanced Spanish for Business 4 2020-21												

Budgeting for Business 2020-21						100
Business English and Communication 2020-21						
Buyer Behaviour 2020-21						
Chinese Accelerated 3 2020-21						
Chinese Accelerated 4 2020-21						
Client Based Project 2020-21						
Core Chinese for Business 3 2020-21						
Core Chinese for Business 4 2020-21						
Core French for Business 3 2020-21						
Core French for Business 4 2020-21						
Core German for Business 3 2020-21						
Core German for Business 4 2020-21						
Core Italian 3 2020-21						
Core Italian 4 2020-21						
Core Spanish for Business 3 2020-21						
Core Spanish for Business 4 2020-21						
Corporate Reputation and Public Relations 2020-21						
Cross Cultural Management 2020-21						
Event Management 2020-21						
Finance for Business 2020-21						
German Intermediate 4 2020-21						
Human Resource Management For Tourism and Events 2020-21						
Intermediate French for Business 3 2020-21						
Intermediate French for Business 4 2020-21						
Intermediate German for Business 3 2020-21						
Intermediate German for Business 4 2020-21						
Intermediate Spanish for Business 3 2020-21						
Intermediate Spanish for Business 4 2020-21						
Law for Tourism, Events and Sports Managers 2020-21						
Managing the Environment for Tourism and Events 2020-21						
Media Planning for Advertising 2020-21						
Operations Management 2020-21						
Principles of Project Management 2020-21						

Professional Practice 2020-21												
Project Management for Events 2020-21												
Relational Strategies and Interactive Media 2020-21												
Research Methods for Tourism and Events 2020-21												
Short Term Study Abroad 2020-21												
Sponsorship and Corporate Hospitality 2020-21												
Understanding the Visitor Experience 2020-21												

### Level 3

	01	02	03	04	05	06	07	08	09	10	11	12
Advanced Business English and Communication 2021-22											50	25
Consultancy Project (Business) 2021-22							10					
Consumer Culture 2021-22												100
Crisis Management 2021-22							20					80
Digital Economy and Digital Cultures 2021-22												
Disaster Management 2021-22												
Dissertation in Tourism and Sport Business Management 2021-22												15
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22												
Events and Sustainability 2021-22												100
Planning and Evaluating Event Legacy 2021-22												

	13	14	15	16	17	18	19	20	21	22	23	24
Advanced Business English and Communication 2021-22												
Consultancy Project (Business) 2021-22									50			
Consumer Culture 2021-22												

Crisis Management 2021-22												
Digital Economy and Digital Cultures 2021-22												
Disaster Management 2021-22												
Dissertation in Tourism and Sport Business Management 2021-22												85
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22	40											
Events and Sustainability 2021-22												
Planning and Evaluating Event Legacy 2021-22												
	25	26	27	28	29	30	31	32	33	34	35	36
Advanced Business English and Communication 2021-22							25					
Consultancy Project (Business) 2021-22		40										
Consumer Culture 2021-22												
Crisis Management 2021-22												
Digital Economy and Digital Cultures 2021-22												100
Disaster Management 2021-22			20					80				
Dissertation in Tourism and Sport Business Management 2021-22												
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22	20											
Events and Sustainability 2021-22												
Planning and Evaluating Event Legacy 2021-22											70	30
	37	38	39	40	41	42	43	44	45	46	47	48
Advanced Business English and Communication 2021-22												
Consultancy Project (Business) 2021-22												
Consumer Culture 2021-22												
Crisis Management 2021-22												





## Appendix III - Benchmark Analysis

This table maps programme learning outcomes to relevant QAA subject benchmark statements or PSRB guidelines.

### Knowledge and Understanding

	Event01	Event02	Event03	Event04	Event05	Event06	Event07	Event08	Event09
PO1		✓							
PO2				✓					
PO3							✓		
PO4			✓						
PO5					✓				
PO6				✓					

	Event10	Event11	Event12	Event13	Event14	Event15	Event16	Event17	Event18
PO1									
PO2			✓						
PO3				✓					
PO4									
PO5									
PO6								✓	

	Event19	Event20	Hosp01	Hosp02	Hosp03	Hosp04	Hosp05	Hosp06	Hosp07
PO1									
PO2									
PO3									
PO4									
PO5	✓								
PO6		✓							

	Hosp08	Hosp09	Hosp10	Hosp11	Hosp12	Hosp13	Hosp14	Hosp15	Hosp16
PO1									

PO2									
PO3									
PO4									
PO5									
PO6									

	Hosp17	Hosp18	Hosp19	Hosp20	KNUS01	KNUS02	KNUS03	KNUS04	KNUS05
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	KNUS06	KNUS07	KNUS08	KNUS09	KNUS10	KNUS11	KNUS12	KNUS13	KNUS14
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Leis01	Leis02	Leis03	Leis04	Leis05	Leis06	Leis07	Leis08	Leis09
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Leis10	Leis11	Leis12	Sport01	Sport02	Sport03	Sport04	Sport05	Sport06
PO1									
PO2									

PO3									
PO4									
PO5									
PO6									

	Sport07	Sport08	Sport09	Sport10	Sport11	Sport12	Sport13	Sport14	Sport15
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Sport16	Tour01	Tour02	Tour03	Tour04	Tour05	Tour06	Tour07	Tour08
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Tour09	Tour10	Tour11	Tour12	Tour13	Tour14	Tour15	Tour16	Tour17
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

## Subject Specific Intellectual Skills

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	Event01	Event02	Event03	Event04	Event05	Event06	Event07	Event08	Event09
PO7		✓							
PO8						✓			
PO9	✓								
PO10									
PO11	✓		✓						

	Event10	Event11	Event12	Event13	Event14	Event15	Event16	Event17	Event18
PO7									
PO8									✓
PO9									
PO10									
PO11									

	Event19	Event20	Hosp01	Hosp02	Hosp03	Hosp04	Hosp05	Hosp06	Hosp07
PO7									
PO8									
PO9									
PO10									
PO11									

	Hosp08	Hosp09	Hosp10	Hosp11	Hosp12	Hosp13	Hosp14	Hosp15	Hosp16
PO7									
PO8									
PO9									
PO10									
PO11									

	Hosp17	Hosp18	Hosp19	Hosp20	KNUS01	KNUS02	KNUS03	KNUS04	KNUS05
PO7									
PO8									
PO9									
PO10									

PO11									
	KNUS06	KNUS07	KNUS08	KNUS09	KNUS10	KNUS11	KNUS12	KNUS13	KNUS14
PO7									
PO8									
PO9									
PO10									
PO11									
	Leis01	Leis02	Leis03	Leis04	Leis05	Leis06	Leis07	Leis08	Leis09
PO7									
PO8									
PO9									
PO10									
PO11									
	Leis10	Leis11	Leis12	Sport01	Sport02	Sport03	Sport04	Sport05	Sport06
PO7									
PO8									
PO9									
PO10									
PO11									
	Sport07	Sport08	Sport09	Sport10	Sport11	Sport12	Sport13	Sport14	Sport15
PO7									
PO8									
PO9									
PO10									
PO11									
	Sport16	Tour01	Tour02	Tour03	Tour04	Tour05	Tour06	Tour07	Tour08
PO7									
PO8									

PO9									
PO10									
PO11									
	Tour09	Tour10	Tour11	Tour12	Tour13	Tour14	Tour15	Tour16	Tour17
PO7									
PO8									
PO9									
PO10									
PO11									

### Subject Specific Practical Skills

	Event01	Event02	Event03	Event04	Event05	Event06	Event07	Event08	Event09
PO12									
PO13									
PO14									
PO15									
PO16					✓				
PO17									

	Event10	Event11	Event12	Event13	Event14	Event15	Event16	Event17	Event18
PO12									
PO13		✓							
PO14			✓						
PO15			✓	✓					
PO16					✓				
PO17									

	Event19	Event20	Hosp01	Hosp02	Hosp03	Hosp04	Hosp05	Hosp06	Hosp07
PO12									

PO13									
PO14									
PO15									
PO16									
PO17									

	Hosp08	Hosp09	Hosp10	Hosp11	Hosp12	Hosp13	Hosp14	Hosp15	Hosp16
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									

	Hosp17	Hosp18	Hosp19	Hosp20	KNUS01	KNUS02	KNUS03	KNUS04	KNUS05
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									

	KNUS06	KNUS07	KNUS08	KNUS09	KNUS10	KNUS11	KNUS12	KNUS13	KNUS14
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									

	Leis01	Leis02	Leis03	Leis04	Leis05	Leis06	Leis07	Leis08	Leis09
PO12									
PO13									

PO14									
PO15									
PO16									
PO17									

	Leis10	Leis11	Leis12	Sport01	Sport02	Sport03	Sport04	Sport05	Sport06
PO12									
PO13									
PO14									
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PO16									
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	Sport07	Sport08	Sport09	Sport10	Sport11	Sport12	Sport13	Sport14	Sport15
PO12									
PO13									
PO14									
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	Sport16	Tour01	Tour02	Tour03	Tour04	Tour05	Tour06	Tour07	Tour08
PO12									
PO13									
PO14									
PO15									
PO16									
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	Tour09	Tour10	Tour11	Tour12	Tour13	Tour14	Tour15	Tour16	Tour17
PO12									
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PO15									
PO16									
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## Transferable Skills and Attributes

	Event01	Event02	Event03	Event04	Event05	Event06	Event07	Event08	Event09
PO18									
PO19									
PO20									
PO21									
PO22									
PO23									

	Event10	Event11	Event12	Event13	Event14	Event15	Event16	Event17	Event18
PO18									
PO19									
PO20								✓	
PO21									
PO22									
PO23									

	Event19	Event20	Hosp01	Hosp02	Hosp03	Hosp04	Hosp05	Hosp06	Hosp07
PO18									
PO19									
PO20									
PO21									
PO22									
PO23									

	Hosp08	Hosp09	Hosp10	Hosp11	Hosp12	Hosp13	Hosp14	Hosp15	Hosp16

PO18									
PO19									
PO20									
PO21									
PO22									
PO23									

	Hosp17	Hosp18	Hosp19	Hosp20	KNUS01	KNUS02	KNUS03	KNUS04	KNUS05
PO18									
PO19									
PO20									
PO21									
PO22									
PO23									

	KNUS06	KNUS07	KNUS08	KNUS09	KNUS10	KNUS11	KNUS12	KNUS13	KNUS14
PO18									
PO19									
PO20									
PO21									
PO22									
PO23									

	Leis01	Leis02	Leis03	Leis04	Leis05	Leis06	Leis07	Leis08	Leis09
PO18									
PO19									
PO20									
PO21									
PO22									
PO23									

	Leis10	Leis11	Leis12	Sport01	Sport02	Sport03	Sport04	Sport05	Sport06
PO18									

PO19									
PO20									
PO21									
PO22									
PO23									

	Sport07	Sport08	Sport09	Sport10	Sport11	Sport12	Sport13	Sport14	Sport15
PO18									
PO19									
PO20									
PO21									
PO22									
PO23									

	Sport16	Tour01	Tour02	Tour03	Tour04	Tour05	Tour06	Tour07	Tour08
PO18									
PO19									
PO20									
PO21									
PO22									
PO23									

	Tour09	Tour10	Tour11	Tour12	Tour13	Tour14	Tour15	Tour16	Tour17
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## **Appendix IV: Benchmark Benchmark Statement(s)**

**Event01** - *Explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives.*

**Event02** - *Display an insight into the structure of event providers and their sectors, and analyse the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, events.*

**Event03** - *Analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of events.*

**Event04** - *Demonstrate a critical awareness and understanding of how core values, for example, ethics, integration, sustainability, creativity, strategy, and continuous improvement, relate to, and are reflected in, events.*

**Event05** - *Demonstrate 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, implementation, event and closure.*

**Event06** - *Operate and effectively manage resources, including human (paid or volunteer), financial, venue, and subcontracted and technical resources.*

**Event07** - *Display critical knowledge, understanding and application of risk management and the legal, ethical and regulatory frameworks that affect event management.*

**Event08** - *Plan, control, analyse and evaluate events, support service provision and their logistics.*

**Event09** - *Design events, including the programming of spectacle, exhibition, ritual, performance and hospitality.*

**Event10** - *Engage with, contribute to and produce events, based on an acquisition and understanding of appropriate vocabularies, skills, working methods and professional business communications.*

**Event11** - *Analyse the nature, characteristics, needs and expectations of different consumers through applying consumer behaviour theories and concepts.*

**Event12** - *Generate creative ideas/concepts, proposals, pitches and solutions to meet differing needs.*

**Event13** - *Analyse and evaluate the quality of the event experience and its impact on the event consumer and/or client and the wider organisation.*

**Event14** - *Evaluate the importance of cultural and other diversities in developing access to, and participation in, events by specific target groups.*

**Event15** - *Demonstrate an understanding of the ways in which attendees behave at events and within the venue and surrounding destination.*

**Event16** - *Evaluate the contribution and impacts of events in social, economic, environmental,*

*political, cultural, technological and other terms.*

**Event17** - *Appreciate the ethical and sustainability issues associated with the operation and development of events.*

**Event18** - *Write and critique event plans, event strategies and to recognise and meet the needs of specific stakeholders.*

**Event19** - *Critically reflect upon the role of those organisations and structures charged with a responsibility for the promotion of, or the training of practitioners in events.*

**Event20** - *Demonstrate a critical awareness and appreciation of existing and emerging standards, policies, initiatives, frameworks and contemporary issues.*

**Hosp01** - *Critically reflect upon the origin, meanings and development of hospitality.*

**Hosp02** - *Analyse and reflect on the different cultural concepts of hospitality.*

**Hosp03** - *Demonstrate a critical awareness of the boundaries of hospitality.*

**Hosp04** - *Operate and manage human and technical resources*

**Hosp05** - *Apply theory to the solution of complex problems within the core areas of hospitality.*

**Hosp06** - *Analyse and evaluate food, beverage and/or accommodation service systems, their implementation and operation.*

**Hosp07** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: operations management.*

**Hosp08** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: finance and management accounting.*

**Hosp09** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: human resources and organisational behaviour.*

**Hosp10** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: services marketing.*

**Hosp11** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: information systems and technology.*

**Hosp12** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: strategic management.*

**Hosp13** - *Display an insight into the structure of the hospitality industry and the contribution that it makes to the global economy.*

**Hosp14** - *Analyse and reflect upon the environmental influences which impact on hospitality*

*organisations.*

**Hosp15** - *Evaluate the factors which influence the development of organisations operating within the hospitality industry.*

**Hosp16** - *Review and analyse the political, technological, social and economic factors which affect the supply of and demand for hospitality.*

**Hosp17** - *Understand and apply the theories and concepts underpinning consumer behaviour within the hospitality context.*

**Hosp18** - *Analyse the needs and expectations of different hospitality consumers and develop appropriate responses.*

**Hosp19** - *Analyse the quality of the service encounter and its impact on the hospitality consumer and the service provider.*

**Hosp20** - *Able to identify and respond appropriately to the diversity that prevails within the hospitality industry in relation to stakeholders, such as: hospitality consumers, hospitality employees, hospitality organisations, government and external agencies.*

**KNUS01** - *research and assess paradigms, theories, principles, concepts and factual*

**KNUS02** - *critically assess and evaluate evidence in the context of research methodologies*

**KNUS03** - *critically interpret data of different kinds and appraise the strengths and*

**KNUS04** - *describe, synthesise, interpret, analyse and evaluate information and data relevant*

**KNUS05** - *plan, design, execute and communicate a sustained piece of independent*

**KNUS06** - *apply knowledge to the solution of familiar and unfamiliar problems*

**KNUS07** - *develop a sustained reasoned argument, perhaps challenging previously*

**KNUS08** - *demonstrate effective communication and presentation skills*

**KNUS09** - *work effectively independently and with others*

**KNUS10** - *take and demonstrate responsibility for their own learning and continuing*

**KNUS11** - *self-appraise and reflect on practice*

**KNUS12** - *plan, design, manage and execute practical activities using appropriate*

**KNUS13** - *recognise and respond to moral, ethical, sustainability and safety issues which*

**KNUS14** - *undertake fieldwork with continuous regard for safety and risk assessment.*

**Leis01** - *Demonstrate an ability to synthesise interdisciplinary approaches to issues of consumption and consumerism in leisure markets.*

**Leis02** - *Critically reflect on the impact of leisure in the lives of individuals and analyse barriers to participation.*

**Leis03** - *Evaluate the importance of cultural and other diversities in developing access to participation in leisure by specific target groups.*

**Leis04** - *Critically evaluate the notion of praxis derived from generic disciplines and apply these to a specific leisure context.*

**Leis05** - *Analyse and reflect upon the environment in which leisure operations take place.*

**Leis06** - *Review and analyse the political and economic factors which affect the supply of, and demands for, leisure.*

**Leis07** - *Critically reflect on the nature of policies for leisure across sectoral and administrative boundaries.*

**Leis08** - *Critically evaluate the role and impact of global and local leisure structures and organisations.*

**Leis09** - *Operationalise concepts of social, public and business policy and critically analyse their role in leisure supply.*

**Leis10** - *Write and critically evaluate leisure plans, development plans and recognise and meet the leisure needs of specific communities.*

**Leis11** - *Critically reflect upon the role of those organisations and structures charged with a responsibility for the promotion of leisure or the training of practitioners in leisure.*

**Leis12** - *Able to employ a range of 'leisure specific' facilitation skills in the promotion of professional practice, including being able to: critically reflect upon what it means to work in leisure, evaluate the impact and role of leisure events in everyday...*

**Sport01** - *Making effective use of knowledge and understanding of the disciplines underpinning human structure and function.*

**Sport02** - *Appraising and evaluating the effects of sport and exercise intervention on the participant.*

**Sport03** - *Showing evidence of the skills required to monitor and evaluate human responses to sport and/or exercise.*

**Sport04** - *Providing a critical appreciation of the relationship between sport and exercise activity and intervention in a variety of participant groups; this could include special populations such as senior citizens, disabled people and children.*

**Sport05** - *Monitoring, analysing, diagnosing and prescribing action to enhance the learning and*



*performance of the component elements of sport.*

**Sport06** - *Showing evidence of the skills required to monitor and evaluate sports performance in laboratories and/or field settings.*

**Sport07** - *Displaying a critical appreciation of the integration of the variables involved in the delivery (teaching, instructing and coaching) of enhanced sport performance.*

**Sport08** - *Displaying an awareness of current government policy on disease prevention and the relevance of exercise.*

**Sport09** - *Showing evidence of an ability to monitor health through exercise and prescribe appropriate interventions.*

**Sport10** - *Displaying a broad range of skills, including awareness of health and safety, ethical considerations, exercise prescription, population differences and the role of education, health and sports bodies in improving the health of the nation.*

**Sport11** - *Displaying a critical insight into the organisations and structures responsible for sport, and the political ramifications arising from these.*

**Sport12** - *Employing social, economic and political theory to explain the development and differentiation of sport throughout society.*

**Sport13** - *Demonstrating the application of the social and cultural meanings attached to sport and their impact on participation and regulation.*

**Sport14** - *Understanding and applying the theories, concepts and principles of practice from the generic management areas of operations, finance, human resources, economics and marketing to sports facilities and events.*

**Sport15** - *Employing strategic planning and development planning skills in analysing, understanding and addressing the development needs and intentions of sport organisations and communities.*

**Sport16** - *Demonstrating a critical appreciation of sport development and facilitation principles in at least one vocational context.*

**Tour01** - *Understand and appreciate the potential contributions of disciplines that help to explain the nature and development of tourism.*

**Tour02** - *Explain and challenge theories and concepts which are used to understand tourism.*

**Tour03** - *Explain and challenge the definitions, nature and operations of tourism.*

**Tour04** - *Demonstrate an understanding of the domestic and international nature and dimensions of tourism.*

**Tour05** - *Utilise a range of source material in investigating tourism.*

**Tour06** - *Demonstrate an awareness of the dynamic nature of tourism in modern societies.*

**Tour07** - *Understand the intercultural dimensions of tourism.*

**Tour08** - *Be able to explain the patterns and characteristics of tourism demand and the influences on such demand.*

**Tour09** - *Have an understanding of the ways in which tourists behave at destinations.*

**Tour10** - *Understand the cultural significance of tourism for tourists and societies.*

**Tour11** - *Demonstrate an understanding of the structure, operation and organisation of the public, private and not-for-profit sectors and their activities.*

**Tour12** - *Evaluate the factors that influence the development of organisations operating in tourism.*

**Tour13** - *Analyse relations between consumers of tourism and the providers of tourism services.*

**Tour14** - *Being able to evaluate the contribution and impacts of tourism in social, economic, environmental, political, cultural and other terms.*

**Tour15** - *Having an understanding of, and being able to evaluate, the approaches to managing the development of tourism through concepts of policy and planning.*

**Tour16** - *Appreciating the ethical issues associated with the operation and development of tourism.*

**Tour17** - *Having an understanding of the issues and principles of sustainability and social responsibility in the context of tourism.*