

Programme Specification

A Programme Specification provides a concise summary of the main features of a programme and its intended learning outcomes. It is intended to be used by prospective students, current students, academic staff and potential employers.

Programme Title:	
BA (Hons) Events, Festivals and Venue Management BA (Hons) Events, Festivals and Venue Management with Foundation Year BA (Hons) Events, Festivals and Venue Management with International Foundation Year	
Programme (AOS) Code(s):	BM1EFV1 / BM1EFV4 / BM1EFV4I
UCAS Code:	VFV1 / VFV4
Name of Final Award:	Bachelor of Arts with Honours, BA (Hons)
Level of Qualification:	Level 6
Regime of Delivery:	Attendance
Mode(s) of Delivery:	Full Time
Typical Length of Study (Years):	3 or 4 years with Foundation Year
Professional Body Recognition / Accreditation (including specific requirements where applicable):	N/A

Brief Description of the Programme

Whether as a promoter, an event organiser, a booker, a tour manager or a venue manager, the programme aims is to ensure students will graduate understanding the roles and responsibilities associated with every aspect of the industry and with the economics, logistics and information flow that sustain it.

In the first year, students will learn about the basic structures of the Events, Festivals and live music venues industry as whole; how music is made and sold, about the cultures that foster it and will also learn about core management skills, both of themselves in ways that will develop sustainable careers and of artists, of venues, and of companies.

In the second year, the 'doing' year, students will be engaged on a real-life, real-time production of a large scale event and, with support from staff and from teaching across all modules, will learn the skills necessary to translate business ideas into practice. This year will foster and develop communication and interpersonal skills, problem-solving in real time, pressurised situation and skills relating to the evaluation of, and reflection upon performance.

The final year will focus on an individual project where analytical, synthetic and research skills will be developed. Individual and independent learning will be the key learning styles this year, supported by modules that look at the strategic and long-term thinking that informs the industry.

The programme is designed to instil a strong employability strategy in making this is a very practical course with an embedded focus on employability, with specific focus on Events, Festivals and live music venues and associated industry. The programme is taught by full-time staff with a varied and complementary range of live music, management in areas of venue management,

festival management, event planning, concert promoting, event production with expertise to provide a 'Hands-on' practical live production experience.

Programme Aims

1	Provide students with a comprehensive grounding in the operational and management knowledge and skills required by employers in the music events, festivals, venues and entertainment industry
2	Provide an inclusive, current and versatile curriculum of study which reflects the needs of the events, festivals, live music venues and entertainment industry and the challenges presented by an industry going through considerable and ongoing transformation
3	Prepare students for employment, self-employment or for postgraduate study by fostering an environment in which students are encouraged to: Develop academic skills; Challenge knowledge; Apply theory to practise; Develop critical awareness; Analysis and reasoning; Solve problems; Synthesise and evaluate information and engage in research
4	Enable graduates to meet the changing demands of employment through the acquisition and development of a wide range of personal and transferrable skills that are required by employers in the events, festivals live music venues and entertainment industry.
5	Develop enterprise and entrepreneurial skills which enable students to deal with complexity and uncertainty.
6	Develop the confidence and academic skills of students enabling them to become active and autonomous learners and critical thinkers.
7	Encourage students to reflect upon their studies and take responsibility for their own learning and continued professional development.
8	Enhance the student experience and employment opportunities through engagement with music and entertainment industry partners. Programme.

Programme Learning Outcomes

The Bucks Graduate Attributes focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens. The attributes are developed through the programme.

ID	Learning Outcome
On successful completion of the programme a graduate will be able to:	
Graduate Attribute: Knowledge and its application (K)	
K1	Demonstrate a systematic understanding of the principles and practice of the production and consumption of music and live events
K2	Demonstrate coherent and detailed knowledge of the concepts and characteristics of music and entertainment business and management as an area of academic and applied study
K3	Demonstrate a broad contextual knowledge including the relationship to wider historical, philosophical, cultural and social practices, issues and phenomena
K4	Demonstrate an understanding of the dynamic nature of the music and entertainment industries.
K5	Explore, evaluate, apply and challenge associated scholarship, research or practice.
Graduate Attribute: Creativity (C)	

C1	Demonstrate the techniques, knowledge, and understanding required to engage with entrepreneurial approaches to the music and entertainment industry
C2	Demonstrate the ability to work both individually, and as an effective member of a team, to create, plan and successfully execute a variety of staged events
C3	Demonstrate the ability to critically analyse, evaluate, and reflect upon on relevant and emerging legislation, practices, and supporting technologies that are being applied directly to the music and entertainment industries
C4	Critically evaluate the approaches to managing the development of the music and entertainment industry
Graduate Attribute: Social and ethical awareness and responsibility (S)	
S1	Critically evaluate the challenges confronting the music and entertainment industries in a global context.
S2	Analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of music and entertainment
S3	Respond positively to self-criticism and to the criticism of others while maintaining confidence in one's own work.
S4	Demonstrate an understanding of ethical issues relating to the development of original research (theoretical and practical)
Graduate Attribute: Leadership and self-development (L)	
L1	Critically evaluate arguments, assumptions, abstract concepts and data to make judgements and to frame appropriate questions and propose solutions to problems
L2	Apply creative and innovative approaches that are evidenced through multiple solutions and reflective processes
L3	Apply entrepreneurial solutions to music and entertainment industry issues and problems
L4	Evaluate issues and make decisions in situations of ambiguity, uncertainty and risk
L5	Demonstrate resilience in developing and sustaining a career path, taking account of personal health and welfare

Programme Structure

Programmes are structured in stages. The number of stages will vary depending on the mode (e.g. full-time, part-time), duration and location of study which will be detailed in the Programme Handbook.

Modules are set at a specific academic level and listed as either core (compulsory) or optional. The level indicates the relative academic difficulty which will increase through the programme. Passing modules will reward you with academic credit. The amount of credits will depend on the complexity of the module and the level of effort required, which is measured in 'notional learning hours'.

Our [Academic Advice webpages](#) provide more information on the structure of taught awards offered by the University.

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to sector developments.

Foundation Level (Optional for students on degree programmes)

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
FY014	Introduction to Music Management, Production and Performance	N/A	Core	Yes
FY026	Preparing for Success: Knowledge & Creativity	N/A	Core	Yes
FY027	Preparing for Success: Self Development & Responsibility	N/A	Core	Yes
FY028	Inquiry Based Learning	N/A	Core	Yes

International Foundation Level (Optional for students on degree programmes)

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
FY042	English for Academic and Professional Communication	N/A	C	Yes
FY043	Global Business and Management	N/A	C	Yes
FY044	Inquiry Based Learning	N/A	C	Yes

Level Four

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
AP417	Entertainment Industry Framework	15	C	Yes
AP433	Fan Cultures	15	C	Yes
AP421	Principles of Marketing	15	C	Yes
EV443	Event Hospitality	15	C	Yes
EV448	Event Partnerships	15	C	Yes
MC456	Licence to Thrill	15	C	Yes
MC459	It's Not all Rock N Roll	15	C	Yes
MC460	Managing your Brand	15	C	Yes

Level Five

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
EV546	Wedding Planning	15	O	Yes
MC519	Crowd Management & Visitor Safety	15	C	Yes
MC524	Research Methods	15	C	Yes
MC563	The Music and Event Entrepreneur	30	C	Yes
MC564	Digital Marketing	15	O	Yes
MC549	Event Management	30	C	Yes
MC561	Venue Management and Concert Promotion	15	C	Yes

Level Six

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
MC660	Industry Issues	15	C	Yes
MC640	Strategic Event Management	15	C	Yes
MC693	Strategic Professional Practice	15	C	Yes
MC661	Industry Contracts	15	C	Yes
TV614	Social Media Marketing	15	C	Yes
MC649	Mosh Pit Politics	15	C	Yes
MC659	Placement Plus	30	O*	No
MC690	Dissertation	30	O*	No

* students must take either MC659 or MC690.

Learning and Teaching Activities

Please see the [Academic Advice pages](#) for a description of learning and teaching activities that are recognised by the University. Detailed information on this specific programme is outlined below:

At level 4, the modules are designed to provide students with a solid understanding of the Music Venues, Festivals and Events Industry business in all its different aspects and to develop the study and interpersonal skills to carry them successfully to completion of an honours degree. Modules are delivered through a blend of lectures and seminars; the latter combining workshops, small group activities and debates. Classroom based learning will be supplemented with site visits and practical event management tasks, supported, at this stage by staff.

Level 5 is the 'doing' year, the keystone of which is a large scale, public facing event which the students design and deliver as a group. Teaching this year is built on participatory and collaborative learning, with the students actively guiding the direction of their projects. In support of this, modules on venue management, and e-commerce will broaden and deepen the understanding of the industry established at level 4. Some students will have the opportunity at this level to take up a work-based learning placement depending on interview and suitability. (see below) During this level Students will also undertake Research Methods Module to support Level 6 Dissertation project.

Level 6 is the year in which we prepare students for exiting their studies by strengthening and supporting their capacity for individual, research-led learning. The centrepiece is the dissertation, supported by a complementary research methods module in Level 5 which aims to prepare students for independently conducted, business specific research in the workplace and for further study. At this stage in their development, students' understanding of their area moves from the operational to the strategic, and the focus is on the ability to analyse, synthesise and develop a vision of the future of both the industry and their roles within it.

Teaching at all levels is delivered by a core course team with guest speakers as required. Module content is made available through the Virtual Learning Environment (VLE) 'Blackboard'. Personal tutoring is available at all levels and students are encouraged to maintain an ongoing dialogue with the course team throughout

Work-Based / Placement Learning

One (or more) student(s) on the module, MC561 will have the option to complete a 100 hour (minimum) internship with an approved industry partner, which will be assessed and awarded course credits on successful completion and submission of the required coursework.

The position/ internship would be offered on a competitive basis, with the student cohort first being invited to apply with a covering letter and CV, before being interviewed internally by the Course Leader and Module Leader.

During this interview they would have the role fully explained to them, be questioned on their suitability for the role and be invited to make a short presentation on the potential employer. The employer, who would become their Line Manager at the venue, would then be recommended a minimum of 2 candidates for them to interview, which would take place at the venue.

The successful student would be expected to work a minimum of 100 hours over a 12-week period matching the University teaching Weeks 1-12. The actual hours should be negotiated between the student and their Line Manager. No salary is paid, but agreed expenses would be covered.

Assessment for this is in the form of a reflective essay, aligned to the Learning Outcomes specified in the Assignment Brief. The Line Manager would also be invited to offer comment and reflection regarding the student's performance during the internship.

Additional Course Costs

There are costs associated with all studies, additional to the tuition fee, which require consideration, when planning and budgeting for expenditure. Costs are indicative and for the total length of the course shown unless otherwise stated and will increase with inflation; depending on the programme they may include equipment, printing, project materials, study trips, placement activities, DBS and/or other security checks.

Study trips will be additional.

Additional training. EG: SIA, first aid, food safety, or personal License training for example. Some placements will require wet weather wear.

Contact Hours

1 unit of credit is the equivalent of 10 notional learning hours. Full time undergraduate students study 120 credits (1200 hours) and full-time postgraduate students study 180 credits (1800 hours) per year or 'stage' of the course.

Course Stage	Scheduled Activities (Hours)	Guided Independent Study (Hours)	Placement / Study Abroad / Work Based Learning (Hours)
Foundation Year	336	864	
Year One	360	840	
Year Two	348	852	
Year Three	324	876	

Assessment Methods

The [Assessment and Examination webpages](#) provide further information on how assignments are marked and moderated, including a description of assessment activities. These also include further information about how feedback on assessed work is provided to students, including our commitment to ensure this is provided to students within 15 working days (the 'three-week turnaround').

- During the Foundation Year, students will be exposed to a variety of summative and formative assessments whilst developing the academic skills to be a successful student at university; course content and Learning Outcomes strongly relate to students developing their knowledge and understanding of the subjects being studied and assessed.
- At Level 4, assessments will be designed to build skills and confidence with regard to academic writing, presentation and independent research. At the end of the year, students will know how to structure and write a properly referenced academic essay and how to deliver a presentation on an independently researched topic to their peers.
- At Level 5, the centrepiece is the live project and assessment combines a range of styles aimed at assessing the success of the event, the individual contribution of the student, the ability to reflect and learn from 'real-life' practice and to apply skills developed from within practice.
- At Level 6, students will, as part of the Research Methods module at Level 5, deliver a focussed and workshopped proposal to be carried out at the dissertation stage. Assessments on other modules will aim to develop sophisticated and thoughtful standard of analytical and interpretative skills that would be expected from an honours level graduate.
- At all levels, feedback will be positive, constructive and timely (delivered within three working weeks, with the exception of the dissertation) and staff will always offer students the opportunity to discuss assignment outcomes in person, one-to-one, if required.

Classification

Calculation of final award:

The calculation of this award will be:

- Level 5 33%
- Level 6 67%

For full details of assessment regulations for all taught programmes please refer to our [Results webpages](#). These include the criteria for degree classification.

Admissions Requirements

Please see the [Application webpages](#) for more information on how to apply, including a statement on how we support students from a variety of backgrounds. Please also see our [general entry requirements](#) for taught programmes. Applicants who do not meet our published entry requirements are encouraged to contact our admissions team for further advice and guidance.

Typical applicant profile and any programme-specific entry requirements

Typical applicant profile:

School/College leavers who wish to acquire a degree and continue to pursue a career in the live

music, events, festivals and venue management industry

Articulation from arts, music performance and music technology FE programmes, such as those delivered by Oxford and Cherwell College of FE to University qualifications

Mature students who have demonstrated an interest and involvement in the live music industry but who have minimal qualifications are also welcome to apply and entry is subject to a review of qualifications and relevant experiential learning.

Beyond the above articulated routes of entry a proportion of the students for these programmes will already have engaged in some form of activity within the events, live music, festivals and entertainment sector; playing in or promoting bands, putting on events, shows or club nights etc.

Students will also be offered entry by portfolio submission against criteria devised by the lecturing team.

Do applicants required a Disclosure and Barring Service (DBS) Check?

No

Opportunities for students on successful completion of the programme

Students graduating from this programme are highly employable in the live music, festivals, venues, events and entertainment industries as well as being equipped to develop their own businesses. The events, festivals, venues and live music sector is expanding all the time and new and exciting opportunities are coming on stream in festival management and design, production management, stage management, tour management sustainability and customer care, as well as employment in the broader arts and creative industries field. Students may decide to carry on with their academic studies by undertaking a Master's degree.

Recognition of Prior Learning

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules. Please refer to our [Credit Accumulation webpages](#) for further guidance.

Student Support

During the course of their studies, students will be supported in the following ways:

- At the start of their studies all students will receive a full **induction** to the programme which will include introduction to the staff responsible for delivering the course, and access to library and IT facilities
- The **Programme Handbook** will outline the exact nature of the course and how it is structured, including the availability of option modules
- Each student will be allocated a **Personal Tutor** who will support their academic development, be able to advise and guide them with their studies and, where necessary, give advice on study options
- Students will be able to access our full range of **support services**, including the Learning Development Unit for skills and study support, the Library, the Careers and Employability Team, Student Finance Team, Accommodation and Counselling Services

Appendices

Quality Assurance

Awarding Body:	Buckinghamshire New University
Language of Study:	English
QAA Subject Benchmark Statement(s):	Events, Hospitality, Leisure, Sports and Tourism (Nov 2016)
Assessment Regulations:	<i>Academic Assessment Regulations</i> , accessible via the Academic Advice webpages (https://bucks.ac.uk/students/academicadvice)
Does the Fitness to Practise procedure apply to this programme?	No
Date Published / Updated:	Sept 2019, Sept 2020, Sept 2021, Sept 2022
Date programme re-approval required:	2024-2025

Other awards available on programme (Exit Qualifications)

Please refer to the *Academic Qualifications Framework* for Exit Qualifications recognised by the University and credit and module requirements.

Name of Exit Qualification:	Ordinary Degree
Full name of Qualification and Award Title:	BA Events, Festivals and Venue Management
Credits requirements:	300 Credits
Module requirements:	ALL 120 Credits at Level 4 ALL 120 Credits at Level 5 PLUS 60 credits at Level 6, excluding the Dissertation/ MC659 Placement Plus or equivalent.
Learning Outcome	
Demonstrate an understanding of the principles and practice of the production and consumption of music	
Demonstrate coherent and detailed knowledge of the concepts and characteristics of music and entertainment business and management as an area of academic and applied study	
Demonstrate a broad contextual knowledge including the relationship to wider historical, philosophical, cultural and social practices, issues and phenomena	
Demonstrate the techniques, knowledge, and understanding required to engage with entrepreneurial approaches to the music and entertainment industry	
Demonstrate the ability to work both individually, and as an effective member of a team, to create, plan and successfully execute a variety of staged events	
Demonstrate the ability to analyse, evaluate, and reflect upon on relevant and emerging legislation, practices, and supporting technologies that are being applied directly to the music and entertainment industries	
Critically evaluate the challenges confronting the music and entertainment industries in a global context.	

Analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of music and entertainment

Apply creative and innovative approaches that are evidenced through multiple solutions and reflective processes

Apply entrepreneurial solutions to music business issues and problems

Evaluate issues and make decisions in situations of ambiguity, uncertainty and risk

Name of Exit Qualification:	Diploma of Higher Education (DipHE)
Full name of Qualification and Award Title:	DipHE Events, Festivals and Venue Management
Credits requirements:	240 Credits
Module requirements:	ALL 120 Credits at Level 4 ALL 120 Credits at Level 5

Learning Outcome

Demonstrate a familiarity with the principles and practice of the production and consumption of music

Demonstrate a contextual knowledge including the relationship to wider historical, philosophical, cultural and social practices, issues and phenomena

Demonstrate the techniques, knowledge, and understanding required to engage with entrepreneurial approaches to the music and entertainment industry

Acquire the ability to work both individually, and as an effective member of a team, to create, plan and successfully execute a variety of staged events

Analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of music and entertainment

Apply creative and innovative approaches that are evidenced through multiple solutions and reflective processes

Relate entrepreneurial solutions to music business issues and problems

Assess issues and make decisions in situations of ambiguity, uncertainty and risk

Name of Exit Qualification:	Certificate of Higher Education (CertHE)
Full name of Qualification and Award Title:	CertHE Events, Festivals and Venue Management
Credits requirements:	120 Credits
Module requirements:	ALL 120 Credits at Level 4

Learning Outcome

Develop a understanding of the principles and practice of the production and consumption of music

Understand contextual knowledge including the relationship to wider historical, philosophical, cultural and social practices, issues and phenomena

Acquire the ability to work both individually, and as an effective member of a team, to create, plan and successfully execute a variety of staged events

Understand creative and innovative approaches that are evidenced through multiple solutions and reflective processes

Understand entrepreneurial solutions to music business issues and problems

Recognise issues and make decisions in situations of ambiguity, uncertainty and risk