

## BA with Honours in Business Management with Events Management – 2021 entry

**Duration of programme:** Standard 4 years, (where students join the programme in year 1)

**Award on successful completion:** Bachelor of Arts with Honours

**Location of delivery:** Abertay University, Bell Street, Dundee

**Composition of the programme:** 120 SCQF (Scottish Credit and Qualifications Framework) credits in each academic year, delivered mostly in modules of 20 credits each, with 60 credits taken in term 1, and 60 in term 2 each year.

**Contact hours and workload:** Each academic year typically requires 1200 hours of student effort; on average across the 4 years of this programme, 21% of that time is in lectures, seminars and similar activities; the remainder is independent study.

**Assessment methods:** Assessment combine a range of traditional and innovative approaches: portfolio projects, presentations, examinations, groupwork, simulation and at work assessments are all used in this programme.

**Academic staff:** This programme is delivered by staff of the Division of Accounting, Business and Management in the School of Business, Law and Social Science. Staff profiles can be viewed at <https://www.abertay.ac.uk/staff-search>

<b>Core modules in the programme:</b>
Introduction to Accounting
Introduction to HR
Business Economics
Business Analytics
Managing People & ideas
Fundamentals of Events Management
Event Marketing
Live Event Project
Responsible Events Management
Project Management
Researching business & innovation
Digital Business Strategy
Ethical Business in Society
Advanced Professional Practice
Innovating for Growth
<b>Other modules that may be offered, but are subject to change over time:</b>
Introduction to Marketing
Legal Systems & Methods
Nature of Management
Tax
Digital Sociology
Theory and Practice in HRM

People Planet Profit
Public Policy and its effect on organisations
Business and Environmental sustainability
Recruitment and Talent Management
Mkt Intel & Consumer behaviour
Work Placement
Entrepreneurship & Business Start-up
Future of Work
Employee Relations
Contemporary Issues
World Trade & Export
International Business & Management

### **Developments in the discipline**

This programme will change over time on the basis of new developments within the world of business and management. This is particularly likely in areas such as the use of technology and globalisation.