



COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Stadium and Events Management
Intermediate Awards Available	Certificate of Higher Education Diploma of Higher Education
	Wembley
Alternative Teaching Institutions (for local arrangements see final section of this specification)	n/a
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	tbc
	Events, Hospitality, Leisure, Sport and Tourism (2019) QAA Subject Benchmark Statement for Business and Management (2019)
Additional Versions of this Course	n/a
Date Specification Last Updated	November 2023



Course Aims and Learning Outcomes

This course is designed to give students the opportunity to:

Gain a wide-ranging and in-depth understanding of the role and usage of international sporting stadia in the modern day

Evaluate and analyse the strategic application of event planning, logistics,



Skills for life and work (general skills)

analyse the nature, characteristics, needs and expectations of different



Practical skills are assessed by
Practical reports
Portfolio completion
Organisation of a live charitable fundraising event

Skills for life and work (general skills) are assessed by
Project work
Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

n/a

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is



					Y/N
4	UD4012	Introduction to Stadium Management	20	Core	N
4	UD4008	Introduction to Events Management	20	Core	N
4	UD4000	Industry Competencies (Mental Wealth)	20	Core	N
4	UD4010	Introduction to Football Finance	20	Core	N
4	UD4003	Principles of Marketing	20	Core	N
4	UD4011	Introduction to Human Resources in the Events Industry	20	Core	N
5	UD5002	Facility Management and Stadium Utilisation	20	Core	N
5	UD5012	Practice of Digital Marketing	20	Core	N
5	UD5010	Industry Readiness (Mental Wealth)	20	Core	N
5	UD5011	Negotiation and Winning Contracts	20	Core	N
5	UD5014	Stadium and Events Organisation	20	Core	N
5	UD5013	Research Methods	20	Core	N



6	UD6005	Event Leadership and Management	20	Core	
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