

CEFM



2015/16

Full-time Undergraduate
Programmes
全日制大學學位課程

Edinburgh Napier University
英國愛丁堡龍比亞大學

Bachelor of Arts (with Honours) in Festival and Event Management 節日及項目管理(榮譽)文學士



資歷架構 QF Level: 5
Qualifications Framework QR Registration No.: 13/000630/L5
Validity: From 01/09/2013 to 31/08/2018

Course Code: CE68-856-00/51

Credit Exemption for
AD/HD Graduates
專為副學士/高級文憑畢業生而設

<http://hkuspace.hku.hk/cdp/>

CDP

HKU SPACE
Centre for
Degree Programmes
香港大學專業進修學院
學位課程中心

Edinburgh Napier
UNIVERSITY



Edinburgh Napier University

愛丁堡龍比亞大學

Edinburgh Napier University is one of the largest higher education institutions in Scotland with around 18,000 students studying professional and academic programmes at all levels of award. In 2009, Edinburgh Napier was awarded the Queen's Anniversary Prize for Higher and Further Education. It is a highly prestigious prize, which is granted biennially to universities and colleges that demonstrate world-class standards of excellence.

The location of Edinburgh Napier University is most ideal because Edinburgh is home to spectacular festivals and major events such as the Edinburgh Festival Fringe and Edinburgh's Hogmanay. This city attracts travellers and tourists from all over the world, all year round. Students, therefore, encounter a wealth of useful experience and information drawn from the heart of a city rich in culture and creative industries.

愛丁堡龍比亞大學是蘇格蘭最具規模的高等教育學府之一，現有學生約18,000名。愛丁堡龍比亞大學於2009年獲得英女皇高等教育年獎。此獎項每兩年頒發予具有世界級水準的優秀院校，可見獲此殊榮的愛丁堡龍比亞大學之卓越表現獲得肯定。

蘇格蘭首都愛丁堡是一個全年都充滿了各式節慶活動的文化慶典之都。每年盛大的節慶活動如國際藝穗節和除夕嘉年華都吸引了來自世界各地的旅客和遊客。因此，座落於愛丁堡的愛丁堡龍比亞大學不但瀰漫著濃厚的文化藝術氣氛，而且擁有一些相關活動的管理經驗，是學習節日及項目管理的首選學府。

Bachelor of Arts (with Honours) in Festival and Event Management

節日及項目管理(榮譽)文學士



資歷架構 QF Level: 5
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Validity: From 01/09/2013 to 31/08/2018

Over the last decade, events have emerged as significant tools for community and regional development, tourism promotion and corporate marketing. The steady growth in the number and size of events in Hong Kong has created a significant demand for professional event managers. At the same time, the increasing complexity and government regulation of festivals and events have given rise to an industry body of knowledge, and to the need for personnel trained and skilled in the practice of festival and event management.

This honours degree programme offered by Edinburgh Napier University is designed to equip students with the skills to plan, design, market, operate and develop events, as well as to use these events to help local economies and communities.

The programme aims to provide students with a coherent and vocationally relevant academic curriculum preparing them for a career in the festival, event and related service sectors. It develops students' competence in applying appropriate theories and concepts of event management to practical situations.

籌辦大型節慶活動已成為社區發展、旅遊推廣和企業營銷的重要工具。近年來，香港的旅遊業發展興旺，舉辦大型活動的數量和規模與日俱增，市場對項目統籌經理的需求越見殷切。與此同時，籌辦大型活動需要與政府部門以至不同機構緊密合作，當中需要訓練有素的專才擔當指揮策劃，發揮熟練的管理技巧，處理各種挑戰。

此榮譽學位課程的目的是讓學生掌握如何規劃、設計、推廣、經營和發展節慶活動，以及如何透過籌辦節慶活動促進經濟與社會發展。

課程重視實用性，期望學生能學以致用，因此課程內容有系統地把理論和管理概念與項目管理的職業需求緊密連繫，讓學生學習及鍛鍊批判、分析、評價及反思技巧等，提升職場競爭力。

Programme Highlights










- Festival and event management is a unique subject area in Hong Kong;
- To become the Events Capital of Asia, Hong Kong needs well-trained experts to organise fascinating festivals and world-class events;
- Lecturers of Edinburgh Napier will fly in to Hong Kong to teach, and they are experienced and knowledgeable in managing major festivals and events;
- Overseas study opportunities available for one full semester in Edinburgh.




Programme Structure

The entire programme consists of 10 modules (20 credits each) and a dissertation (40 credits).

Upon completion of 10 modules and a dissertation, students will be awarded the **Bachelor of Arts (with Honours) in Festival and Event Management**. A Bachelor of Arts in Festival and Event Management will be awarded to students if they apply to exit upon completion of 6 modules with 120 credits.

| Year | Specialism Module | Industry Generic Module | Dissertation |
|--------|--|---|----------------------------------|
| Year 3 | Impacts of Festivals and Events  Planning and Public Policy for Festivals and Events  Event Management  Sports Event Tourism | Service Management  Facilities Planning for Hospitality, Tourism and Events  | - |
| Year 4 | The Management of MICE Events  International Festival and Event Environments  | Business Tourism  Leadership and Innovation for Tourism, Hospitality and Events  | Dissertation (for two semesters) |

 **Modules:** Selected module(s) of the programme has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes. The above programme structure is intended for use as a guide by prospective students. HKU SPACE and Edinburgh Napier reserve the right to vary the structure.

Note: Bachelor of Arts (with Honours) in Festival and Event Management is recognised as QF Level: 5, QR Registration No.: 13/000630/L5 and Validity: From 01/09/2013 to 31/08/2018.
 Bachelor of Arts in Festival and Event Management is recognised as QF Level: 5, QR Registration No.: 13/000632/L5 and Validity: From 01/09/2013 to 31/08/2018.

Entry Requirements

An applicant shall hold:

- a "Good Pass*" or CGPA of 2.0 in Advanced Diploma in Hospitality Management/ Tourism Management/ Tourism and Marketing Management/ M.I.C.E.* and Event Management, or Higher Diploma in Tourism and Events Management/ Hotel Management/ Tourism and Hospitality Management awarded within HKU system through HKU SPACE; **or**
- an equivalent award granted by a recognised institution, such as Advanced Diploma/ Associate Degree/ Higher Diploma in M.I.C.E.*/ Festival/ Event Management, Tourism, Leisure or Hospitality Management; **or**
- an equivalent award granted by a recognised institution in other related disciplines such as Business, Management, Marketing, Communication or Linguistics. These applicants will be considered on a case-by-case basis; and they may be required to take additional module(s) based on individual merit before the start of the programme.

Good Pass: average mark of modules is 60-69 with a passing mark of 50

* M.I.C.E: Meetings, Incentive Travels, Conventions and Exhibitions

Since the teaching of the additional module(s) will start in mid-June, students who are required to take additional module(s) need to apply the programme BY 15 MAY 2015. Late applications will not be accepted.



Programme Overview

| | |
|--------------------------------------|---|
| Awarding University | Edinburgh Napier University |
| Year of Establishment | 1964 [†] |
| Duration | 2 years |
| Medium of Instruction | English |
| Tuition Fee* (2015/16 Intake) | HK\$99,800 (to be paid over 4 semesters) |
| Application Fee | HK\$150 |
| Programme Commencement | September 2015 |

[†] The institutional history can be traced back to earlier than its date of establishment as a university in the UK.

* The tuition fee is reviewed annually and is subject to change without prior notice



Duration of Study and Award

This honours degree programme is a fully-accredited undergraduate degree in the United Kingdom. With full exemptions granted, students can complete the programme in two years (including a semester break). On completion of the studies, graduates will be awarded the **Bachelor of Arts (with Honours) in Festival and Event Management**, which is identical to the one awarded to the students in Edinburgh Napier University in the UK.

Teaching Mode

Except for Dissertation, each module consists of 18 hours of lectures and 18 hours of tutorials. Classes will be conducted in English. Quality teaching is demonstrated through:

- All modules, lecture notes, and teaching materials are in English.
- All lectures are conducted by professors and lecturers of Edinburgh Napier University;
- All tutorials are conducted by HKU SPACE lecturers who must be accredited by Edinburgh Napier University;
- All modules start with 18 hours of lecture in a block teaching week, followed by another 18 hours of tutorials. Reading of selected academic journals and articles and subsequent discussions, field trips as well as guest speakers for special topics of related subjects will be arranged for different modules;
- Local case studies and examples will be used in tutorials.

Assessment

The mode of assessment for each module is different but will be generally based on a combination of coursework (including assignments, tests and projects) and the final examination or 100% continuous assessment without examination.

Work Placement

Students will have plenty of opportunities to voluntarily participate in various events organised by a range of event organisations in Hong Kong to gain exposure and polish their customer service as well as event organisation skills.



Guided Visit to Hong Kong Stadium to observe how event facilities are managed (April 2014).



Guided visit to an Exhibition at Hong Kong Convention and Exhibition Centre.



Programme Induction at HKU SPACE (October 2012)

Further Studies

During the entire course of the programme, students will develop independent thinking skills, critical analysis of current hospitality, tourism, and event management issues. Each honours degree student will undertake a dissertation in which the student will be well-equipped with research skills necessary for further studies.

Graduates of the BA (Hons) FEM will be eligible to apply for the Master of Science in Marketing with Festival and Event Management (collaborated with HKU SPACE) or other master degree programmes offered by various universities.

Career Opportunities

Festivals and events have been identified by the Hong Kong Tourism Board as major items in its promotion plan for travellers and visitors. Festivals and events ranging from meetings, incentive travels, conventions and exhibitions to large scale renowned sports and recreational events such as the Rugby Sevens, the Hong Kong International Film Festival, Wine and Dine Festival, and the Standard Chartered Hong Kong Marathon, continue to grow and develop. Therefore, students of the festival and event management discipline enjoy plenty of job opportunities and good career development prospects.

Tuition Fee

The tuition fee* for the 2015/16 academic year is HK\$99,800, payable in four instalments.

The tuition fee covers all the fees charged by Edinburgh Napier University, which include application handling fee and assessment fee. The fee for textbook, re-sitting for assessments, re-submission of assessments, and repeating the studies for each module of study is not included.

* The tuition fee is reviewed annually and is subject to change without prior notice.

Financial Assistance

Edinburgh Napier University's Bachelor of Arts (with Honours) in Festival and Event Management programme delivered in Hong Kong is successfully accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). Full-time students are eligible to apply for Hong Kong government grants and low-interest loans, i.e. Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means tested Loan Scheme for Post-secondary Students (NLSPS).

Continuing Education Fund

Selected modules in the programmes have been included in the list of reimbursable courses for CEF purposes. According to the terms and conditions of the CEF, students seeking reimbursement of the fees under CEF must not have obtained any other publicly-funded financial assistance, such as FASP, for the same programme/ modules to avoid double benefits. For details, please refer to <http://www.sfaa.gov.hk/cef>.

Scholarships, Awards and Bursaries

Edinburgh Napier University offers the followings:

1. Scholarships of £1,250 each will be awarded to students of BA (Hons) FEM who demonstrate outstanding academic results in their Associate Degree/ Higher Diploma study.
2. Students can apply for the Business School Awards (with £350 each) which will be awarded to students who are required to take additional modules in order to fulfil the minimum entry requirements of the programme.
3. A few awards of £1,500 each will be awarded to students who have completed the first year of study and achieved the highest cumulative GPA results of the BA (Hons) FEM programme.
4. A few bursaries of £1,400 each will be awarded to students who have financial difficulties.



Student & Alumni Sharing

**TANG Jason**

- Higher Diploma in Tourism and Events Management, HKU SPACE Po Leung Kuk Community College (2010-12)
- Bachelor of Arts (with Honours) in Festival and Event Management (2012-14)
- Recipient of Edinburgh Napier Business School Scholarship 2012/13
- Studied in Edinburgh Napier campus (Jan-May 2013)

“ World-class venues such as AWE and HKCEC, and upcoming new infrastructure such as the cruise terminal and the Hong Kong-Zhuhai-Macao Bridge will further enhance Hong Kong's profile as the home of fascinating international events. This programme prepares me to be a professional event manager.”

**CHAN Veronica**

- Associate in Business (Business Management), Hong Kong Community College (2010-12)
- Bachelor of Arts (with Honours) in Festival and Event Management (2012-14)
- Recipient of Edinburgh Napier Business School Top Student Award 2012/13
- Exhibition Project Assistant, Hong Kong Trade Development Council (2014-)

“ Great thanks for both the overseas and local lecturers for teaching me theoretical knowledge and sharing real-life event experience. The 3-month internship with an exhibition organiser enabled me to experience and learn how an exhibition is organised.”

Overseas Study

Overseas study opportunities for a full semester will be available for several students to study in Edinburgh with all Hong Kong credits being counted toward the qualification. No additional tuition fees will be applied. Financial subsidies and accommodation may be arranged for students if needed.

“ It was a valuable opportunity for me to attend lectures and had group discussion with other international students. My flatmates were from different countries such as India and Spain, and I learnt a lot of cross-cultural issues during the few months of study in Edinburgh Napier.”

By Cherry CHENG

“ During weekend and holiday break, we went to other cities in the UK such as London, York, Bath, Lake District, as well as other European countries for sightseeing! Travelling and studying abroad indeed widened our horizons.”

By Joanne SY

Overseas study at Edinburgh Napier - visit to tourism attraction (March 2014)

“ The learning atmosphere in Edinburgh Napier was quite different from that of Hong Kong, and the international students from Russia, Norway and Germany were outspoken, friendly and active in class. We made a lot of new friends and had good memories there!”

By Yan LEE

Edinburgh school life 2014

“ I have become more independent after studying overseas as I had to cook, do grocery shopping, do laundry and tidy my room by myself. I also learnt how to get along with people from other cultural backgrounds in the student flat. It was a great and priceless life experience!”

By Sylvia AU

“ I was impressed by the peaceful environment in Edinburgh! Studying with international students from Italy and other parts of the UK was a very interesting and rewarding life experience and I learnt a lot from their proactive learning attitude.”

By Jacqueline YEUNG

Overseas study at Edinburgh Napier - cooking at student accommodation (2013)