



TOURISM, HOSPITALITY AND EVENT MANAGEMENT



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

Course Code: 1850-DP062C (CE68-856-00/01)



QF Level: 5
QR Registration No.: 18/000071/L5
Validity Period: 01/09/2018 – 31/08/2023



2020/21

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

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





Edinburgh Napier University is one of the largest higher education institutions in Scotland with around 19,500 students studying professional and academic programmes at all levels of award. In 2015, 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19,500名。愛丁堡龍比亞大學於2015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。

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 international 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 international 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

- International 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 over to Hong Kong to teach, and they are experienced and knowledgeable in managing major festivals and events;
- Voluntary internship and job placement opportunities; and
- 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 International Festival & Event Management**.


Bachelor of Arts in International Festival & Event Management will be awarded to students if they apply to exit upon completion of 6 modules with 120 credits.



Edinburgh Military Tattoo (August 2018)

Module

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|--|---|--------------|
| <ul style="list-style-type: none"> Event Management  | <ul style="list-style-type: none"> Facilities Planning for Hospitality, Tourism and Events  | Dissertation |
| <ul style="list-style-type: none"> Festival & Event Design and Delivery  | <ul style="list-style-type: none"> Global Service Management  | |
| <ul style="list-style-type: none"> Sports Event Tourism  | <ul style="list-style-type: none"> Festival & Event Impacts and Sustainability  | |
| <ul style="list-style-type: none"> The Management of MICE Events  | <ul style="list-style-type: none"> Planning and Public Policy for Festivals and Events  | |
| <ul style="list-style-type: none"> Business Tourism  | <ul style="list-style-type: none"> International Festival and Event Environments  | |

 Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund.

The above programme structure is intended for use as a guide to prospective students. HKU SPACE and Edinburgh Napier reserve the right to vary the structure.

Students may attend classes for some modules in weekday evenings and weekends.



Entry Requirements

Applicants shall hold:

1. an Advanced Diploma in Hospitality Management/ Tourism Management/Tourism and Marketing Management/M.I.C.E.* and Event Management, or a Higher Diploma in Tourism and Event Management/ Hotel Management/Tourism and Hospitality Management awarded within HKU system through HKU SPACE; **or**
2. an equivalent award granted by a recognized institution, such as Advanced Diploma/Associate Degree/Higher Diploma in M.I.C.E.*/Festival/Event Management, Tourism, Leisure or Hospitality Management; **or**
3. 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.

* 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 May 2020. Late applications will not be accepted.

Duration of Study and Award

This honours degree programme is a fully-accredited undergraduate degree in the UK. With full exemptions granted, students can complete the programme in 2 years (including a semester break). On completion of the studies, graduates will be awarded the **Bachelor of Arts (with Honours) in International Festival & Event Management**, which is identical to the one awarded to the students in Edinburgh Napier University in the UK. The Bachelor of Arts in International Festival & Event Management will be awarded to students if they apply to exit upon completion of 6 modules with 120 credits.

Teaching Mode

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

- All modules, lecture notes, and teaching materials are in English;
- Most of the 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 lectures in a block teaching week, followed by tutorials on a weekly basis. 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, Internship and Mentorship

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. Examples of these events are:

- UBS Hong Kong Open Charity Cup
- HKTDC Exhibitions Attachment Programme
- Longines Hong Kong Masters
- Clockenflap
- Young Ambassador Scheme

In addition, mentorship opportunities with “International Live Events Association Hong Kong Chapter” (ILEA) are also available for students to connect to experienced event industry professionals.

Summer International Festivals at Edinburgh

Students will have opportunity to get scholarship and travel to Edinburgh to experience various world-renowned summer international festivals, visit and attend classes in the Edinburgh Napier University campus and have sightseeing trips in Scotland. Please consult programme staff for more information.



Edinburgh Study Tour (August 2017)



Mentorship opportunities with ILEA HK Chapter (October 2017)



Work placement in “Udderbelly Festival Hong Kong” (February 2016)

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) IFEM will be eligible to apply for Postgraduate Diploma in International Live Entertainment and Event Management and Postgraduate Diploma in Corporate Branding and Event Management and the Master of Science in Marketing with Festival and Event Management (collaborated with HKU SPACE) or other postgraduate programmes offered by various universities.

Career Opportunities

International festivals and events have been identified by the Hong Kong Tourism Board as major items in its promotion plan for travellers and visitors. International 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 2019/20 academic year is HK\$116,800, payable in 4 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.



Visit to exhibition (March 2018)

Financial Assistance Schemes

Edinburgh Napier University's Bachelor of Arts (with Honours) in International Festival & 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

Some modules of this programme have been included in the list of reimbursable courses under the Continuing Education Fund.

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>. Please find the updated information on website.

Scholarships and Awards

Edinburgh Napier Business School Awards

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.

IC Scholarships and Bursaries

A number of IC scholarships and bursaries are available for eligible new entrants every year. Please consult programme staff for application information.



Scholarships and bursaries recipient (November 2017)



WU Pak Yan, Dorothy

- Higher Diploma in Leisure Management, Hong Kong Institute of Vocational Education (2012-14)
- Bachelor of Arts (with Honours) in Festival and Event Management* (2015-17)
- Recipient of Edinburgh Napier Business School Scholarship (2016)
- Recipient of Edinburgh Napier Business School Top Student Award (2017)
- Recipient of Outstanding Performance Scholarship, HKSAR Self-financing Post-secondary Scholarship Scheme (2017)
- Work placement, Magnetic Asia Ltd. - Clockenflap (2017)

“ I believed that there is no limit to knowledge especially for a student studying festival and event management. The programme provided me with the philosophy and practical experiences of event industry which deepen my knowledge in the related field. Having an incredible internship opportunity, I have gained a valuable working experience and met some new friends too. I would like to express my sincere thanks to all the dedicated overseas lecturers and local tutors who have given me such a huge support and a fruitful school life. ”



LAU Yee Shan, Carol

- Associate of Applied Social Sciences in Youth and Social Services, HKU SPACE Po Leung Kuk Stanley Ho Community College (2013-15)
- Bachelor of Arts (with Honours) in Festival and Event Management* (2015-17)
- Recipient of Edinburgh Napier Business School Award (2015)
- Recipient of Lawrence Ho Mobility Scholarship (2016)
- Overseas study in Edinburgh (2016)

“ I would like to continuously express my deepest gratitude towards the university and college for their support. It provided me with the opportunity to study abroad. I have experienced unforgettable moments during my time in Edinburgh and I will treasure for life. I was given the chance to communicate with students from different countries. I am also thankful for the university since they provided me a volunteering experience at an event, in which I learnt about table manners and catering skills. ”

* Retitled to Bachelor of Arts (with Honours) in International Festival & Event Management in 2018/19.

Overseas Study in Edinburgh

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.



Edinburgh school life (January 2017)

“ 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 YEUNG Jacqueline



Overseas study at Edinburgh Napier - Visit to Edinburgh Castle (Spring 2016)

“ 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 LEE Yan

“ 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 AU Sylvia

“ We had a valuable chance to be volunteers working for a Scottish cultural event in Edinburgh in January to commemorate Robert Burns' birth! I learnt a lot by working in an overseas event, especially some catering service skills in a foreign set-up. Besides, I also took part in a running race of 10-miles called "Great Edinburgh Run" in April 2016 and it was a real challenge to me! ”

By LAU Carol



Overseas Study at Edinburgh Napier (2015)

“ This exchange study is a springboard to improve myself as I have become more mature and independent. I learnt how to get along well and communicate with people from different cultures. I also planned my own travel trips to Norway, Italy, Germany, the Netherlands, Belgium, and France, and tried different traditional foods and drinks in each place! ”


By CHAN Janice

“ The learning environment is completely different in Edinburgh than that of Hong Kong. Students are very self-motivated in and out of lessons, and they are active in class to ask questions and will not be afraid of making mistakes. I had a good insight of the Scottish culture as I tried the traditional delicacies such as haggis and black pudding, and participated in different events! ”


By WONG Henrietta




Apply NOW

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

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Programme Overview

Awarding University Edinburgh Napier University

Year of Establishment 1964[†]

Duration **2 years (Full-time)**

Full Tuition Fee (2019/20 Intake*) **HK\$116,800**

Medium of Instruction English

Commencement Date October 2020

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

* Subject to revision.



Information in this leaflet is subject to change by HKU SPACE IC and Edinburgh Napier University without prior notice. Please refer to the IC website or contact programme staff for the latest information.

This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

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