

HOSPITALITY, TOURISM AND EVENTS



UNIVERSITY OF
PLYMOUTH



Bachelor of Science (Honours)
Events Management
節目管理(榮譽)理學士

NEW



2022/23

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

Credit Exemption for AD/HD Graduates
副學士/高級文憑畢業生可獲學分豁免



The University of Plymouth, which celebrates its 150th anniversary in 2012, is one of the UK's most prominent and dynamic universities with an educational history dating back to 1862. The University of Plymouth was ranked 14th in The Guardian League Table 2018 UK universities ranking. Described by Times Higher Education as among the newly-emerging 'modern global elite', University of Plymouth is ranked inside the top 280 universities in the world, and 42nd in terms of those aged under 50.

The University of Plymouth is renowned for high quality, internationally-leading education, research and innovation. With a mission to Advance Knowledge and Transform Lives, Plymouth is a top 50 research university (Research Fortnight Research Power League Table 2014), with clusters of world class research across a wide range of disciplines including marine science and engineering, medicine, robotics and psychology. A three-time winner of the Queen's Anniversary Prize for Higher and Further Education, the University continues to grow in stature and reputation.

It has a strong track record for teaching and learning excellence, and has one of the highest numbers of National Teaching Fellows of any UK university. With over 19,000 students, and a further 9,500 studying for Plymouth degree at partner institutions in the UK and around the world, and over 130,000 alumni pursuing their chosen careers globally, it has a growing global presence.

The mission of Plymouth Business School is to put business ready graduates on the path to a successful career and happy life. With a focus on learning by doing through live briefs, experiential education and students as active researchers the lecturers are dedicated to building resilience, decision making and leadership capabilities in our students.

Staff within the Tourism and Hospitality teaching team also undertake exciting and innovative research covering such subjects as: genocide heritage; tourism and crime prevention; tourism employability; and the development of tourism and heritage related narratives. Plymouth staff have also published articles in top-rated tourism journals such as the Annals of Tourism Research and Tourism Management.

Programme Highlights

- Opportunities for overseas studies at University of Plymouth campus for one semester;
- Field trips to event venues such as hotels, tourism attractions, cruise lines and cruise terminals (where possible);
- Opportunities to apply for internship and job placements in hotels, events, tourism attractions, cruise lines and cruise terminals in Hong Kong and overseas;
- Lecturers of Plymouth will fly over to Hong Kong to teach, and they are experienced and knowledgeable in both the academic and industrial fields**;
- Comprehensive coverage of practical and industry based skills for career development;
- High-quality teaching delivered by specialist staff through a variety of teaching methods and activities; and
- Providing a critical understanding of specialised knowledge in order to meet the dynamic needs in the business environment.

** Face-to-Face teaching will convert to online teaching due to COVID-19 pandemic



Programme Structure

This programme consists of 7 modules (20 credits each, except for Honours Project and Event Strategies, Planning and Design with 40 credits). Students who complete all modules (180 credits) will obtain Bachelor of Science (Honours) Events Management. Under extenuating circumstances, students may be eligible to exit from the programme and obtain an ordinary degree, Bachelor of Science Events Management, upon completion of 140 credits (40 credits at FHEQ level 5 and 100 credits at FHEQ level 6, or 60 credits at FHEQ level 5 and 80 credits at FHEQ level 6).

Module name	Credit
1. Crowd Behaviour and Managing Event Safety*	20
2. Event Strategies, Planning and Design	40
3. The Psychology of Events*	20
4. Management Issues for the Event Industry*	20
5. Business Strategy and Consultancy	20
6. Creativity and Innovation in Events*	20
7. Honours Project	40

* Specialism modules may be delivered in weekday evenings and/or weekend daytime.

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

Entry Requirements

Applicants for admission to the **Bachelor of Science (Honours) Events Management** shall:

1. hold a Higher Diploma/Associate Degree in Tourism and Events Management / Tourism and Hospitality Management / Hotel Management awarded within the HKU system through HKU SPACE, or other equivalent qualifications granted by a recognised institution;

OR

2. (i) hold an Advanced Diploma in Hospitality Management / Tourism and Travel Experience Management / Live Entertainment, Festival and Event Management / M.I.C.E. and Event Management awarded within the HKU system through HKU SPACE, or other equivalent qualifications granted by a recognised institution;

and

(ii) have 2 years of relevant work experience;

OR

3. hold an Advanced Diploma with 2 years of relevant work experience / Associate Degree / Higher Diploma in other related disciplines such as Business, Marketing, Management, Leisure, and Recreation Studies granted by a recognised institution;

OR

4. have a degree of other disciplines granted by a recognised institution.

Applicants from (3) and (4) may be required to take and pass additional module(s) based on individual merit before the start of the programme.

If the above academic qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency such as:

- (a) HKCEE English Language at Level 2; **or**
- (b) HKCEE English Language (Syllabus B) at Grade E (Grade C in the case of English Language (Syllabus A)); **or**
- (c) HKDSE Examination English Language at Level 2; **or**
- (d) an overall band of 6.0 or above (with 5.5 in all four components) in the IELTS; **or**
- (e) an overall score of 76 or above in the TOEFL iBT.

Mature students (according to University of Plymouth regulation) and applicants with other equivalent qualifications will be considered on a case-by-case basis.

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 2022. Late applications will not be accepted.

Duration of Study and Award

With full exemptions granted, students can complete the programme in 18 months. This bachelor programme confer offshore degrees carrying the same academic status and recognition as those offered to University of Plymouth's on-campus graduates.

Students are expected to graduate from the registered programme of study upon satisfactory completion of all stated modules and the honours project, and they will be **awarded the Bachelor of Science (Honours) Events Management by the University of Plymouth.**

Teaching Mode

The University of Plymouth and HKU SPACE are jointly responsible for teaching various modules and delivering the honours project through consultations, tutorials and workshops. Two modules will be taught solely by HKU SPACE teachers. Specialism modules (*) may be taught in weekday evenings and/or weekend daytime. Teaching methods include lectures, tutorials, field trips, guest speaker talks, revision sessions and individual/group projects.

Assessment

All coursework of the programme will be conducted in English.

The mode of assessment for each module is different from module to module but will be generally based on a combination of coursework (including assignments and projects) without examinations.

Throughout the programme, students will be assessed by a combination of:

- Report/Essay Writing
- Case-study assignments
- Oral presentation
- Seminar
- Project

Further Studies

Graduates of this programme with second-class honours are eligible to apply for the **Master of Science Tourism and Hospitality Management** programme, in collaboration with University of Plymouth at HKU SPACE (Full time: 12 months; Part time: 18 months), and they can enjoy 10% alumni discount of tuition fee.

On Campus Transfer

Overseas study opportunities for a full semester will be available for several students to study in Plymouth with all Hong Kong credits being counted toward the qualification. No additional tuition fees will be applied, however, accommodation, flight and other personal expenses will be on the own expenses of students. Financial subsidies may be available, please consult programme staff for more information.

Work Placement Opportunities

Various tourism, hospitality, event, and cruise related job placements & internship, where available, will be arranged to students so that they could gain more exposure and polish their customer service skills.

Career Opportunities

This programme is designed to produce graduates with the skills to manage this fast-changing industry. Due to increasing standards set out by consumers, there is a huge demand for dynamic managers equipped with the necessary skills to provide the high levels of service and quality of experience expected. The events management programme also provides students with the opportunity to develop vocationally relevant managerial skills needed for employment or further study. This could be achieved through 'real world' assessment briefs, which require students to work with industry partners on live briefs and through practically orientated tasks.

Tuition Fee

The tuition fee[^] for the 2022/23 academic year is HK\$105,000, payable over 3 semesters. The tuition fee covers all the fees charged by University of Plymouth, which include application handling fee and assessment fee. The fee for textbook, re-sitting for assessments, resubmission 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.

Extended Non-means-tested Loan Scheme (ENLS)


Students are eligible to apply for the HKSAR Government's Extended Non-means-tested Loan Scheme (ENLS). The maximum financial assistance under the ENLS is equivalent to the total tuition fee payable to the HKU SPACE in the academic year. For details, please refer to the website of Student Financial Office (SFO) of the Working Family and Student Financial Assistance Agency (WFSFAA).




HKU SPACE


香港大學專業進修學院
HKU School of Professional and Continuing Education

Apply NOW

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

Programme Enquiries

 2867 8329 / 2867 8408

 enquiry_ftplyhtm@hkuspace.hku.hk (Mr KK Ho / Ms Sara Liu)

General Enquiries

 2910 7555  ic@hkuspace.hku.hk

Programme Overview

Awarding University University of Plymouth

Year of Establishment 1862[†]

Duration **18 Months (Full-time)**

Full Tuition Fee
(2022/23 Intake) **HK\$105,000**

Medium of Instruction English

Commencement Date September 2022

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



HKU SPACE has fully achieved the European Standards for Quality and is recognised as having world-class quality in professional and continuing education. Trust in us as your lifelong learning partner!

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

The course operator is applying for exemption 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.

HKU SPACE is a non-profit making University company limited by guarantee.