



## PROGRAMME SPECIFICATION

Section 1	
General information	
	Programme Title: BA (Hons) Live Event Management
	Duration: 2022-2028
	Intermediate Awards Available: BA, DipHE, CertHE Digital Marketing
	Location of Delivery: ICMP
	UCAS Code: BALM
	Relevant QAA Benchmark Statements: QAA Events, Hospitality, Leisure, Sport and Tourism (2019) QAA Business and Management (2019) QAA Music (2019) QAA FHEQ (2014)
	Professional, Statutory and Regulatory Bodies Accreditation:
	Additional Versions of this Course: CertHE Live Event Management
	Programme Lead:
	Updated: 04.07.22
	HECoS Code: <ul style="list-style-type: none"> <li>• 100078 – business and management</li> <li>• 100083 – event management</li> <li>• 100643 – music and arts management</li> </ul>

Section 2	
Programme Aims and Learning Outcomes	
<b>Programme Aims</b>	<p>This programme is designed to:</p> <p>Prepare and develop graduates for a career in the events management industry, ready to meet the changing demands of employment through interaction with industry professionals and the development of a wide range of personal and transferrable skills that are required by employers in the events, festivals, live music venues and entertainment industry.</p> <p>Develop a critical awareness and understanding of contemporary local and global issues in music and live entertainment, including the environmental impacts of events and the application of new business models and marketing strategies.</p>

	<p>Provide students with a comprehensive grounding in the operational and management capabilities required in event production, logistics, and technology that will enable their professional development as future leaders in the live sector.</p> <p>Foster and engender entrepreneurship, creative thinking and problem-solving which empowers students to deal with the complexity and uncertainty of a challenging industry, promoting diversity, equity and inclusion and prioritising physical and mental well-being in themselves and others.</p>
<p><b>Learning Outcomes</b> What will you learn?</p>	<p>Knowledge</p> <ul style="list-style-type: none"> <li>• Develop an extensive subject knowledge, including a critical understanding of event planning and management, arts curation, live production, marketing, promotion, and accounting.</li> <li>• Exhibit a broad and thorough understanding of the core structures, functions, and practices of the live entertainment ecosystem.</li> <li>• Demonstrate a systematic understanding of the interconnectivity of roles and the language and terminology of the live event sector.</li> </ul> <p>Cognitive</p> <ul style="list-style-type: none"> <li>• Evaluate and apply the relevant promotional and marketing concepts, theories and models to issues related to live events.</li> <li>• Critically analyse challenges and opportunities in the development and management of a business or organisation within the live event industry.</li> <li>• Synthesize a range of complex issues including the environmental impact of touring and festivals, community engagement, financial sustainability to promote solutions for the future industry.</li> </ul> <p>Specialist practical skills</p> <ul style="list-style-type: none"> <li>• Adhere to appropriate legislation and regulations pertaining to the live event industry.</li> <li>• Work effectively, systematically, and creatively to curate, design, and plan unique events</li> <li>• Apply practical knowledge and skills of budgeting, cost structures, financial projections to create industry standard event planning documentation.</li> </ul> <p>General skills</p> <ul style="list-style-type: none"> <li>• An advanced level of ICT, interpersonal, negotiation, problem solving and decision-making skills.</li> <li>• The ability to work independently or collaborate as a member of a team to organise work effectively, identify problems, exercise initiative, select and implement effective solutions and meet strict deadlines and targets.</li> <li>• The ability to manage own learning and identify needs to undertake further research and study.</li> </ul>

### Section 3

#### Learning and Teaching Activities

ICMP’s mission is to “inspire, encourage and equip our students to succeed by delivering a relevant and innovative educational experience of the highest quality.”

The LTA Strategy defines ICMP’s approach in relation to classroom activity and the student experience, setting out our aspirations and priorities for 2019- 22, and ensuring we meet ICMP’s institutional strategic objective to achieve the highest quality of teaching and learning and deliver outstanding student and graduate outputs.

The aim of the Strategy is to articulate and implement a strategic approach to learning, teaching, and assessment that:

- Delivers an education experience of the highest quality;
- Values students as active partners in learning;
- Supports student success.
- Develops academic excellence in teaching and learning.

The Strategy is specifically designed to support students in meeting the Attributes of an ICMP graduate.

<p><b><u>Knowledge is developed through:</u></b></p>	<ul style="list-style-type: none"> <li>• Lectures and seminars</li> <li>• Case studies</li> <li>• Practical workshops</li> <li>• Tutorials</li> <li>• Guided reading</li> <li>• Simulations and experiential learning</li> <li>• Guided learning on Canvas (VLE)</li> <li>• Mentorship</li> <li>• Online discussions and activities</li> </ul>
<p><b><u>Cognitive ability is developed through:</u></b></p>	<ul style="list-style-type: none"> <li>• Seminars</li> <li>• Small group and individual tutorials</li> <li>• Reflective activities with feedback</li> <li>• Online discussions and activities</li> <li>• Project work</li> <li>• Mentorship</li> </ul>
<p><b><u>Specialist skills are developed through:</u></b></p>	<ul style="list-style-type: none"> <li>• Practical workshops</li> <li>• Budgeting</li> <li>• Negotiation</li> <li>• Stage plans and channel lists</li> <li>• Risk assessments</li> <li>• Production schedules</li> </ul>

	<ul style="list-style-type: none"> <li>• Programming</li> <li>• Curation</li> <li>• Promoting events</li> <li>• Creating industry standard documentation</li> <li>• Creating touring itineraries</li> <li>• Planning and executing marketing campaigns</li> <li>• Content creation, video, and image editing</li> <li>• Presentations</li> <li>• Tech sessions (ICT skills workshops)</li> <li>• External visits</li> <li>• Simulations</li> <li>• Research skills-based activities through subscriptions to professional publications</li> </ul>
<b>General skills are developed through:</b>	<ul style="list-style-type: none"> <li>• Mentorship</li> <li>• Planning activities</li> <li>• Project work</li> <li>• Presentations</li> <li>• Group activities and teamwork</li> <li>• Pitching and public speaking</li> </ul>

## Section 4 Course Structure

Courses are made up of modules that are each credit weighted.

A core module for a course is a module which a student must have passed (i.e., been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

Level	Module Code	Module Title	Semester	Credit Weighting	Core/ Optional	Available via Distanced Learning
4	BALEM 4001	The Music Business	A	20	Core	
4	BALEM 4003	Fundamentals of Live Production	A	20	Core	
4	BALEM 4002	Introduction to Entrepreneurship and Marketing	A	20	Core	

4	BALEM 4004	The Live Music Ecosystem	B	20	Core	
4	BALEM 4006	Content Creation and Online Presence	B	20	Core	
4	BALEM 4005	Venues & Hospitality	B	20	Core	
5	BALEM 5001	Touring, Festivals & Logistics	A	20	Core	
5	BALEM 5002	Event Concept and Curation	A	20	Core	
5	BALEM 5003	Live Streaming and Entertainment Technologies	A	20	Core	
5	BALEM 5004	Financial Planning and Fundraising in the Live Industry	B	20	Core	
5	PA 5060	Event Production and Management	B	20	Core	
5	BALEM 5006	Event Marketing	B	20	Core	
6	BALEM 6001	Live Entrepreneurship	A	20	Core	
6	PA 6065	Advanced Digital Marketing	A	20	Core	
6	BALEM 6004	Managing Brands	B	20	Core	
6	PA 6063	Music and Entertainment Law	B	20	Core	
6	BALEM 6002	Live Project	A & B	40	Core	

## Section 5

### Assessment Overview

Module Code	Module Name	Component of Assessment	Percentage Weighting	Word count / duration / production hours
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<b>Level 4</b>				
BALEM4001	The Music Business	CW1 Music Industry Essay and Diagram	100%	2,500 words or equivalent
BALEM4002	Introduction to Entrepreneurship and Marketing	CW1 Group Presentation of a Brand	100%	25 mins
BALEM4006	Content Creation and Online Presence	CW1 Content Portfolio	100%	100 production hours
BALEM4004	The Live Music Ecosystem	CW1 Live Music Ecosystem Essay and PDP	100%	2,500 words
BALEM4003	Fundamentals of Live Production	CW1 Live Production Portfolio	100%	100 production hours
BALEM4005	Venues & Hospitality	CW1 Case Study of a Grassroots Music Venue	100%	3,000 words or equivalent
<b>Level 5</b>				
BALEM5001	Touring, Festivals & Logistics	CW1 Touring Portfolio	100%	3,500 words org equivalent
BALEM5002	Event Concept and Curation	CW1 Presentation of an Event Concept	100%	20 mins
BALEM5003	Live Streaming and Entertainment Technologies	CW1 Multi-media Presentation	100%	12 mins duration
BALEM5004	Financial Planning and Fundraising in the Live Industry	CW1 Business Plan for a Funding Application	100%	3,500 words or equivalent
PA5060	Event Production and Management	CW1 Live Event Portfolio	100%	4,000 words or equivalent
BALEM5006	Event Marketing	CW1 Marketing Portfolio for an Event	100%	100 production hours
<b>Level 6</b>				
BALEM6001	Live Entrepreneurship	CW1 Critical Issue Presentation	100%	20 mins
PA6065	Advanced Digital Marketing	CW1 Digital Marketing Portfolio	100%	100 production hours
BALEM6004	Managing Brands	CW1 Brand Diagnostic and Building Project	100%	3,500 words or equivalent
PA6063	Music and Entertainment Law	CW1 Contract Negotiation	100%	45 mins
BALEM6002	Live Project	CW1 Live Project Group Presentation	25%	20 mins
		CW2 Event Manual	25%	6,000 words or equivalent

		CW3 Individual Critical Reflection	50%	3,500 words
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*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.*

### Section 6

#### Graduate Attributes

The programmes at ICMP are designed to ensure that all ICMP students have the opportunity to develop the following graduate attributes:

- Industry ready and employable
  - Expert and highly skilled in their discipline;
  - Knowledgeable of the complexities and dynamics of the creative industries;
  - Digitally literate and confident in the application of digital technologies required to work successfully in the music and creative industries;
  - Articulate, confident and highly effective communicators;
  - Able to negotiate constructively and influence others positively.
- Innovative and enterprising
  - Resilient to change and capable of innovation when finding solutions to new problems;
  - Inspired by their discipline and willing to embrace new opportunities through interdisciplinary collaboration;
  - Committed to pushing boundaries and remaining at the cutting edge of their discipline.
- Adaptable
  - Flexible as a team player or leader and able adjust their role as appropriate;
  - Adept at team-working and collaboration;
  - Creative in applying solutions to complex problems;
  - Able to work flexibly, effectively, and efficiently in both physical and digital workspaces.
- Global citizens
  - Socially responsible practitioners throughout all professional activities;
  - Seek to have a positive impact on industry and collaborative partners;
  - Uphold ethical standards as part of professional practice by being professional, reliable, well prepared, and respectful of differences.
  - Community minded and aware of global perspectives.

These attributes are developed in the following modules

<b>Module Code</b> <i>List modules</i>	Industry ready and employable [Y/N]	Innovative and enterprising [Y/N]	Adaptable [Y/N]	Global citizens [Y/N]
The Music Business	Y	N	N	Y
Introduction to Entrepreneurship and Marketing	Y	Y	Y	Y
Fundamentals of Live Production	Y	Y	Y	Y

The Live Music Ecosystem	Y	N	N	Y
Venues & Hospitality	Y	Y	Y	Y
Content Creation and Online Presence	Y	Y	Y	Y
Touring, Festivals & Logistics	Y	Y	Y	Y
Event Concept and Curation	Y	Y	N	Y
Live Streaming and Entertainment Technologies	Y	Y	N	N
Financial Planning and Fundraising in the Live Industry	Y	Y	Y	Y
Event Production and Management	Y	Y	Y	Y
Event Marketing	Y	Y	Y	Y
Live Entrepreneurship	Y	Y	Y	Y
Advanced Digital Marketing	Y	Y	Y	Y
Managing Brands	Y	Y	Y	Y
Music and Entertainment Law	Y	N	Y	Y
Live Project	Y	Y	Y	Y

## Section 7

### Additional Information

#### Additional costs:

- NA