

# International Festival and Event Management

Edinburgh Napier University

## Venues

Craiglockhart Campus

## Content

Year 1: Introduction to Hospitality, Tourism and Events; Intercultural and Organisational Management; The Business of Festivals and Events; Introductory Economics and Finance; Options (such as Wine Studies, Global Tourism Industry or Special Interest Tourism)

Year 2: Business and Management Challenges; Impacts of Festivals and Events; Conference Management; Facilities Planning for Hospitality, Tourism and Events; Options (such as Sports Tourism or Airport Management).

Year 3: Planning and Public Policy for Festival and Events; Service Management; Option (such as Event Management, Tourism Marketing or Food and Wine in Society); Work Experience or a Live Project; Option (such as The Global Airline Industry).

Year 4: Leadership and Innovation for Tourism, Hospitality and Events; International Festival and Events Environments; Dissertation; Options (such as Business Tourism, Contemporary Issues in Hospitality, Tourism and Events).

Work placement: An optional 24-week work placement in trimester 2 of the third year.

## Start Date

September

## Qualification

Degree

## Study Method

Full time

## Award Title

BA Hons

## UCAS Code

N820

## Course Length

4 years

## Department

Tourism, Hospitality, Festival and Events Management

## Entry Requirements

2021 entry requirements

Standard entry:

4 Highers at BBBC plus English at National 5, Maths recommended.

Widening access entry:

4 Highers at BCCC plus English at National 5, Maths recommended.

For entry to year 2 you must have 3 Advanced Highers at BBC.

## SCQF Level

10

## Website

[www.napier.ac.uk](http://www.napier.ac.uk)