

International Festival and Event Management with Language

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:

In year 3 students will spend at least one trimester abroad at a partner institution.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N8R8

Course Length

4 years

Department

Tourism, Hospitality, Festival and Events Management

Entry Requirements

2020 entry requirements

Standard entry:

4 Highers at BBBB including the Language to be studied plus English and Maths at National 5.

Widening access entry:

4 Highers at BBCC including the Language to be studied at B plus English at National 5.

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

SCQF Level

10

Website

www.napier.ac.uk