

Business Management with Events Management

Abertay University

Content

What are the business challenges presented by shifting markets, ever-changing business models and emerging technologies? Which management skills do you need to deliver a high-level financially and sustainable organisational performance?

The events industry is worth £42.3 billion to the UK economy, with corporate events planners and agencies forecasting a big increase in employment opportunities. You will learn how to organise, market, budget for and execute business events. This covers all areas, including digital events across a variety of platforms. With a specialism in events management (which also applies to tourism), you will become highly employable across many different types of organisations.

Gain a clear understanding of how complex organisations work by choosing this fascinating degree designed to give your career a head start. You will learn to thrive in today's fast-paced global economy.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N2N8

Course Length

4 years

Faculty

School of Business, Law and Social Science

Department

Business Management

Entry Requirements

2022 entry requirements:

Standard entry: 4 Highers at BBBB including English or another English based subject plus English and Maths or Application of Maths at National 5.

Widening access entry: 3 Highers at BBC including English or another English based subject at B plus English and Maths or Application of Maths at National 5.

For entry to second year, you must have 3 Advanced Highers at BBB including Business Management.

SCQF Level

10

Address

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Website

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