

# 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 Sciences

## Department

Accounting, Business and Management

## Entry Requirements

2025 entry requirements:

Standard entry: 4 Highers at BBBC including English or another English based subject at B 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 English or another English based subject and Business Management.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

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Dundee  
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## Website

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