Programme Information

BA (Hons) Hospitality and Event Management with Foundation, 000166

Overview

Programme Title	BA (Hons) Hospitality and Event Management with Foundation
Programme Code	000166

Additional Components	
Component Type	With foundation
Banner Code	
Applies to all Offerings	Yes
Offerings	

Award Details	
Award Type	Target Award
Award Description	Bachelor of Arts
Award Short Title	Bachelor of Arts
Award Title	BA (Hons) Hospitality and Event Management
FHEQ Level	

Award Details	
Award Type	Exit Award
Award Description	Bachelor of Arts
Award Short Title	Bachelor of Arts
Award Title	BA Hospitality and Event Management
FHEQ Level	Level 6

Award Details	
Award Type	Exit Award
Award Description	Certificate in Higher Education
Award Short Title	Certificate in Higher Education
Award Title	Certificate in Higher Education
FHEQ Level	Level 4

Award Details	
Award Type	Exit Award
Award Description	Diploma in Higher Education
Award Short Title	Diploma in Higher Education
Award Title	Diploma in Higher Education
FHEQ Level	Level 5

Awarding Institution	ULaw only

Delivering Institution	Partner only

Study Level	Undergraduate
Programme Type	Partnership
Primary Subject	
Secondary Subject	The BA (Hons) Hospitality and Event Management programme aims to produce industry-ready graduates capable of leading in the dynamic global "experience economy". The programme blends operational rigour with strategic innovation, moving beyond traditional service models to focus on the design, management, and commercialisation of memorable consumer experiences. The programme aims to: 1. Develop Critical Industry Insight: Provide a robust understanding of the hospitality and event sectors structure, culture, and complexity, including the political, economic, and technological forces shaping the global landscape. 2. Foster Responsible Leadership: Instil the principles of ethical, sustainable, and inclusive leadership, equipping graduates to manage – and be effective members of - diverse teams and drive positive social impact within organisations. 3. Enhance Professional Employability: Cultivate a professional mindset through a sustained focus on personal branding, career strategy, and the development of transferable skills relevant to the modern workplace. 4. Bridge Theory and Practice: Integrate academic management theory with applied practical skills in service design, digital marketing, revenue management, and event execution. 5. Promote Innovation: Encourage creative and entrepreneurial thinking to design sustainable service concepts and resilient business strategies for a volatile global market.

Total Credits	480

Details

Programme Overview	Professional, Applied, Industry-Connected Hospitality and Event Education. The BA (Hons) Hospitality and Event Management programme is a future-focused degree designed to develop digitally fluent, industry-ready graduates for one of the UK's largest and fastest-evolving sectors. Rooted in the realities of modern hospitality and event, the programme blends operational knowledge, service experience design, sustainability, and people-centred leadership to develop confident managers equipped for global roles. Set within UK's thriving hospitality and event ecosystem, you will benefit from strong employer engagement, live projects, site visits, industry simulations, and the University of Law's Prepare–Engage–Consolidate (PEC) blended learning model. Throughout the degree, you will build professional identity, communication ability, and reflective practice through year-long development modules, ensuring they graduate with the skills, confidence, and digital capability needed to thrive in hotels, F&B, guest experience, digital engagement, revenue management, and wider service-experience industries. Experience-Driven Hospitality Education A future-focused curriculum that prepares you to design, evaluate, and enhance guest experiences across global hospitality and event and service environments, aligning with a fast-evolving experience economy. • Digital-First and Data-Enabled Learning: you will build strong digital fluency through modules in digital engagement, revenue analytics, CESIM simulation tools, and technology-enhanced blended learning using ULaw's PEC model. • Authentic, Industry-Embedded Assessment: Learning is reinforced through real-world tasks such as consultancy briefs, operational simulations, boardroom scenarios, live projects, and digital artefact creation. • Employer Integration: Delivered in one of the world's most dynamic hospitality hubs, the programme leverages London's strong employer networks through site visits, guest lectures, industry briefs, and access to the LCCA Careers Studio. • Leadership and Resilience: The curriculum emphasises people-centred leadership, service culture, ethical management, communication, and team effectiveness—skills consistently identified as key sector shortages. • Professional Development Across All Levels: A unique year-long professional development module at each level supports continuous growth in identity, communication, employability, reflection, and industry readiness. • Inclusive, Accessible, and Holistic Learning Design: Grounded in Universal Design for Learning principles, the programme ensures equitable access through varied assessment formats, supportive academic structures, and diverse global case studies.
Owning School	Business School
Owning Department	Business Management
Collaborating Departments	
Common Core	

Duration

Unit of duration - FT	Years
Duration - Full Time Minimum	4
Duration - Full Time Maximum	6
Unit of duration - PT	
Duration - Part Time Minimum	
Duration - Part Time Maximum	

Offerings

Offerings	
Display Name	FT-OC-Feb
Mode of Study	Full Time
Mode of Delivery	On Campus
Intakes	February
Campus	
Language of Study	English
Student Type	Domestic
Active	Yes
Publish?	Yes
Clarification to Appear in Handbook	

Offerings	
Display Name	FT-OC-Jun
Mode of Study	Full Time
Mode of Delivery	On Campus
Intakes	June
Campus	
Language of Study	English
Student Type	Domestic
Active	Yes
Publish?	Yes
Clarification to Appear in Handbook	

Offerings	
Display Name	FT-OC-Oct
Mode of Study	Full Time
Mode of Delivery	On Campus
Intakes	October
Campus	
Language of Study	English
Student Type	Domestic
Active	Yes
Publish?	Yes
Clarification to Appear in Handbook	

Partnership Provider
Accreditation
Placement / Work Based Training / Professional Practice

Apprenticeships
Admissions

Admission Requirements	
Entry criteria type	Academic entry requirements
Entry criteria details	o 32 UCAS tariff points from accepted qualifications, or o Pass at Foundation Diploma in Business and/or Management (Level 3 or 4), or o Merit, Pass, Pass at BTEC Extended Diploma, or o Pass at UALAB Extended Diploma, or o 32 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject, or o A minimum of 24 points in the International Baccalaureate

Admission Requirements	
Entry criteria type	English language entry requirements
Entry criteria details	IELTS 6.0 (with no element below 5.5) or equivalent for students whose first language is not English.

Admission Requirements	
Entry criteria type	Equivalent qualifications
Entry criteria details	Applications from mature students with relevant work experience are welcomed and assessed via interview and portfolio review, aligning with the University's Widening Participation goals.

Admission Requirements	
Entry criteria type	Other entry requirements
Entry criteria details	4 GCSE passes at grade A*-C and/or grade 4-9 including Functional Skills English/Key Skills Communication Level 2.

RPLs, articulation agreements and exemptions	
Description	As per standard ULaw policy
Maximum number of RPL credits	180

Application route ID	
Application route	UCAS
Description	

Minimum age requirements	
Description	18

Visa process applicable?	
Visa process	No

UK Govt loan status	
Loan status	Eligible

Intake Quota Min	
Intake Quota Max	
First intake start date	01-Sep-2026
First intake application date	01-Aug-2026

Employability

Academic progression opportunities	
Career progression opportunities	

Programme Structure

Structural model	
Type	Linear
Description	With Foundation

Structural model	
Type	Linear
Description	

Structure Notes	The programme is delivered via a standard 480-credit framework Each level comprises 120 credits, delivered as four 30-credit modules Three modules are delivered in 10-week blocks (Term 1, 2, or 3). One module per level is a "Long-Thin" module that runs across all 30 weeks to support longitudinal skills development.

Structure - 480 credit points	
Stage 1 - Foundation Year - 120 credit points	CORE
[MODULE] New Principles of Business Innovation Proposed 2026.01 - 30 credit points	
[MODULE] New Digital Enterprise and Customer Experience Proposed 2026.01 - 30 credit points	
[MODULE] New Project X Proposed 2026.01 - 30 credit points	
[MODULE] New Research, Academic, Digital, and Employability Skills Proposed 2026.01 - 30 credit points	
Stage 2 -Year 1 - 120 credit points	CORE
[MODULE] New The Contemporary Hospitality and Event Landscape Proposed 2026.01 - 30 credit points	

[MODULE] New Hospitality and Events Marketing and Digital Engagement Proposed 2026.01 - 30 credit points	
[MODULE] New Smart Service Operations and the Guest Experience Proposed 2026.01 - 30 credit points	
[MODULE] New Self-Made: Mastering Professional Identity and Communication Proposed 2026.01 - 30 credit points	
Stage 3 - Year 2 - 120 credit points	CORE
[MODULE] New Finance for Hospitality and Event Leaders Proposed 2026.01 - 30 credit points	
[MODULE] New Leadership and Resilience Proposed 2026.01 - 30 credit points	
[MODULE] New Sustainable Hospitality Operations Proposed 2026.01 - 30 credit points	
[MODULE] New Creative Event Management Proposed 2026.01 - 30 credit points	
Stage 4 - Final Year - 120 credit points	CORE
[MODULE] New Hospitality Business Decision Making Proposed 2026.01 - 30 credit points	
[MODULE] New Strategic Events, Impact and Legacy Proposed 2026.01 - 30 credit points	
[MODULE] New The Future of Work Proposed 2026.01 - 30 credit points	
[MODULE] New Capstone Project Proposed 2026.01 - 30 credit points	

Learning Outcomes

Learning Outcomes	
Code	CLO1
Description	Evaluate the theories, concepts, and principles of hospitality and event management within a global, cultural, and sustainable context.
Number	1
Domain	Knowledge and Understanding

Learning Outcomes	
Code	CLO2
Description	Analyse the impact of the external environment (political, economic, social, technological) on the strategy and operations of hospitality and event organisations.
Number	2
Domain	Knowledge and Understanding

Learning Outcomes	
Code	CLO3
Description	Demonstrate a systematic understanding of the management disciplines, including finance, marketing, human resources, and operations, and their application within the hospitality and events sectors.
Number	3
Domain	Knowledge and Understanding

Learning Outcomes	
Code	CLO4
Description	Appraise theories of entrepreneurship, leadership, ethics, and corporate social responsibility, and their role in managing diverse stakeholders and organisational culture within hospitality and events.
Number	4
Domain	Knowledge and Understanding

Learning Outcomes	
Code	CLO5
Description	Synthesise and analyse quantitative and qualitative data to support strategic decision-making and problem-solving in hospitality and event management contexts.
Number	5
Domain	Cognitive Skills

Learning Outcomes

Code	CLO6
Description	Evaluate the needs and expectations of diverse consumers and stakeholders to design innovative, inclusive and memorable hospitality and event experiences.
Number	6
Domain	Cognitive Skills

Learning Outcomes	
Code	CLO7
Description	Apply creative and entrepreneurial thinking to generate concepts, solutions and strategies that address challenges and opportunities within the hospitality and events sectors.
Number	7
Domain	Cognitive Skills

Learning Outcomes	
Code	CLO8
Description	Critically reflect on personal and professional development, demonstrating self-awareness, resilience, emotional intelligence and self-management, while taking responsibility for personal wellbeing, lifelong learning and continuous career development.
Number	8
Domain	Cognitive Skills

Learning Outcomes	
Code	CLO9
Description	Plan, deliver and evaluate hospitality operations and events using appropriate operational documentation, project management tools and professional practices.
Number	9
Domain	Practical Skills, Professional Competencies

Learning Outcomes	
Code	CLO10
Description	Utilise digital technologies and platforms effectively for marketing, customer and audience engagement, data analysis and professional communication within hospitality and events.
Number	10
Domain	Practical Skills, Professional Competencies

Learning Outcomes	
Code	CLO11

Description	Formulate and communicate strategic proposals for hospitality and event organisations, including financial plans, operational responses, marketing strategies and new experience concepts, to professional standards.
Number	11
Domain	Practical Skills, Professional Competencies

Learning Outcomes	
Code	CLO12
Description	Demonstrate professional behaviours by working inclusively and effectively within diverse teams and applying resilience, leadership, negotiation, influencing and conflict-resolution skills to achieve shared objectives in hospitality, events or entrepreneurial contexts.
Number	12
Domain	Practical Skills, Professional Competencies

Publish and Integration

Publish in Handbook?	No