HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education

Edinburgh Napier UNIVERSITY

Bachelor of Arts (with Honours) in

FESTIVAL AND EVENT MANAGEMENT

In Partner with

Edinburgh Napier University, United Kingdom

CEF Modules Some modules of this programme have been included in the list of CEF reimbursable programmes.

The University of Hong Kong
School of Professional and Continuing Education
College of Business and Finance

http://hkuspace.hku.hk/cbf/

May 2016

Bachelor of Arts (with Honours) in
FESTIVAL AND EVENT MANAGEMENT

EDINBURGH NAPIER UNIVERSITY, UNITED KINGDOM

Located in Scotland, Edinburgh Napier University is one of the largest higher education institutions in Scotland with over 17,000 students studying professional and academic programmes at all levels of award. Edinburgh Napier was awarded the Queen's Anniversary Prize for Higher and Further Education in 2009, a highly prestigious prize, demonstrating the work of a world-class standard of excellence.

Edinburgh Napier University is the most ideal university to study Festival and Event Management because Edinburgh is home to spectacular festivals and major events such as the Fringe and Hogmanay. This city attracts travellers and tourists from all over the world, all year round. As an academic discipline therefore, a wealth of useful experience and information is drawn from the heart of a city rich in culture and creative industries.

PROSPECT AND CAREER OPPORTUNITIES OF THE FESTIVAL AND EVENT SECTOR

Over the last decade, events have emerged as significant tools for community and regional development, tourism promotion and corporate marketing. The steady growth in the number and size of events in Hong Kong has created a significant demand for professional event managers. At the same time, the increasing complexity and government regulation of festivals and events has given rise to an industry body of knowledge, and to the need for personnel trained and skilled in the practice of festival and event management.

Festivals and events have been identified by the Hong Kong Tourism Board as major items in their promotion plan for travellers and visitors. Events of all size are growing in Hong Kong ranging from the business-related events, such as meetings, incentive travels, conventions and exhibitions (MICE) to large scale renowned sports and recreational events, such as the Hong Kong Sevens, the Hong Kong International Film Festival, Hong Kong Marathons and the International Dragon Boat Races. Therefore, students of the festival and event management discipline have plenty of job opportunities and good career development prospect.

PROGRAMME AIMS AND OBJECTIVES

This Honours degree programme (part-time), leading to the Bachelor of Arts (with Honours) in Festival and Event Management, is offered by HKU SPACE in collaboration with the Edinburgh Napier University. It is designed to equip students with the skills to plan, design, market, operate and develop events, as well as to use these events to help local economies and communities.

It aims to provide students with a coherent and vocationally relevant academic curriculum preparing them for a career in the festival, event and related service sectors. It develops students' competence in applying appropriate theories and concepts of events management to practical situations.

DURATION OF STUDY & AWARD

It is a fully-accredited undergraduate degree in the United Kingdom. On completion of the studies, graduates will be awarded the Bachelor of Arts (with Honours) in Festival and Event Management, which is identical to the one awarded to the students in the Edinburgh Napier University in the United Kingdom. Students entering Year 3 can complete the programme over 4 blocks within 24 months on a part-time basis, and they need to study 3 modules in each block.

WHY CHOOSE THIS PROGRAMME?

- Unique programme in Hong Kong
- To become the Events Capital of Asia, Hong Kong needs well-trained experts to organize fascinating festivals and world-class events
- Lecturers of Edinburgh Napier will fly to Hong Kong to teach lectures, and they are experienced and knowledgeable in managing major festivals and events, with strong academic research and industry consultancy background.

資歷架構
Qualifications Framework

Bachelor of Arts (with Honours) in Festival and Event Management
QF Level: 5
QR Registration No.: 13/000629/L5
QR Registration Validity Period: 01 Sep 2013 - 31 Aug 2018

Bachelor of Arts in Festival and Event Management
QF Level: 5
QR Registration No.: 13/000631/L5
QR Registration Validity Period: 01 Sep 2013 - 31 Aug 2018

PROGRAMME STRUCTURE

The entire programme consists of 10 modules (20 credits each) and a dissertation (40 credits).Upon completion of 10 modules and a dissertation, students will be awarded the Bachelor of Arts (with Honours) in Festival and Event Management.

A Bachelor of Arts in Festival and Event Management will be awarded to students if they apply to exit upon completion of 6 modules with 120 credits.

Specialism Module

- Impacts of Festivals and Events (CEF Modules)
- Planning and Public Policy for Festivals and Events (CEF Modules)
- Event Management (CEF Modules)
- Sports Event Tourism
- The Management of MICE Events (CEF Modules)
- International Festival and Event Environments (CEF Modules)

Industry Generic Module

- Service Management (CEF Modules)
- Facilities Planning for Hospitality, Tourism and Events (CEF Modules)
- Business Tourism (CEF Modules)
- Leadership and Innovation for Tourism, Hospitality and Events (CEF Modules)

Dissertation

- Dissertation

Bachelor of Arts in Festival and Event Management (Completion of 6 modules with 120 credits)

Bachelor of Arts (with Honours) in Festival and Event Management (Completion of 10 modules and a dissertation with 240 credits)

- *The above programme structure is intended to be used as a guide by prospective students. HKU SPACE and Edinburgh Napier University reserve the right to vary the structure and order of the modules.*

CEF Modules — Some modules of this programme have been included in the list of CEF reimbursable programmes. Application for CEF has to be made before commencement of the modules.

TEACHING MODE

Except for Dissertation, each module consists of 18 hours of lectures and 18 hours of tutorials. Classes will be conducted in English. Quality teaching is demonstrated through:

- All modules, lecture notes and other teaching materials are in English.
- All lectures are conducted by the professors or lecturers of the Edinburgh Napier University in a week of block teaching.
- All weekly tutorials are conducted by local teachers who are accredited by the Edinburgh Napier University.
- Classes will be conducted mainly on weekday evenings and on Saturdays and Sundays.
- Teaching methods include lectures, tutorials, individual/group projects, field trips, selected academic journals and articles for readings and subsequent discussion, as well as VIP speaker for special topics or related subjects.
- Local case studies and examples will be introduced by local teachers to enrich the learning experience.

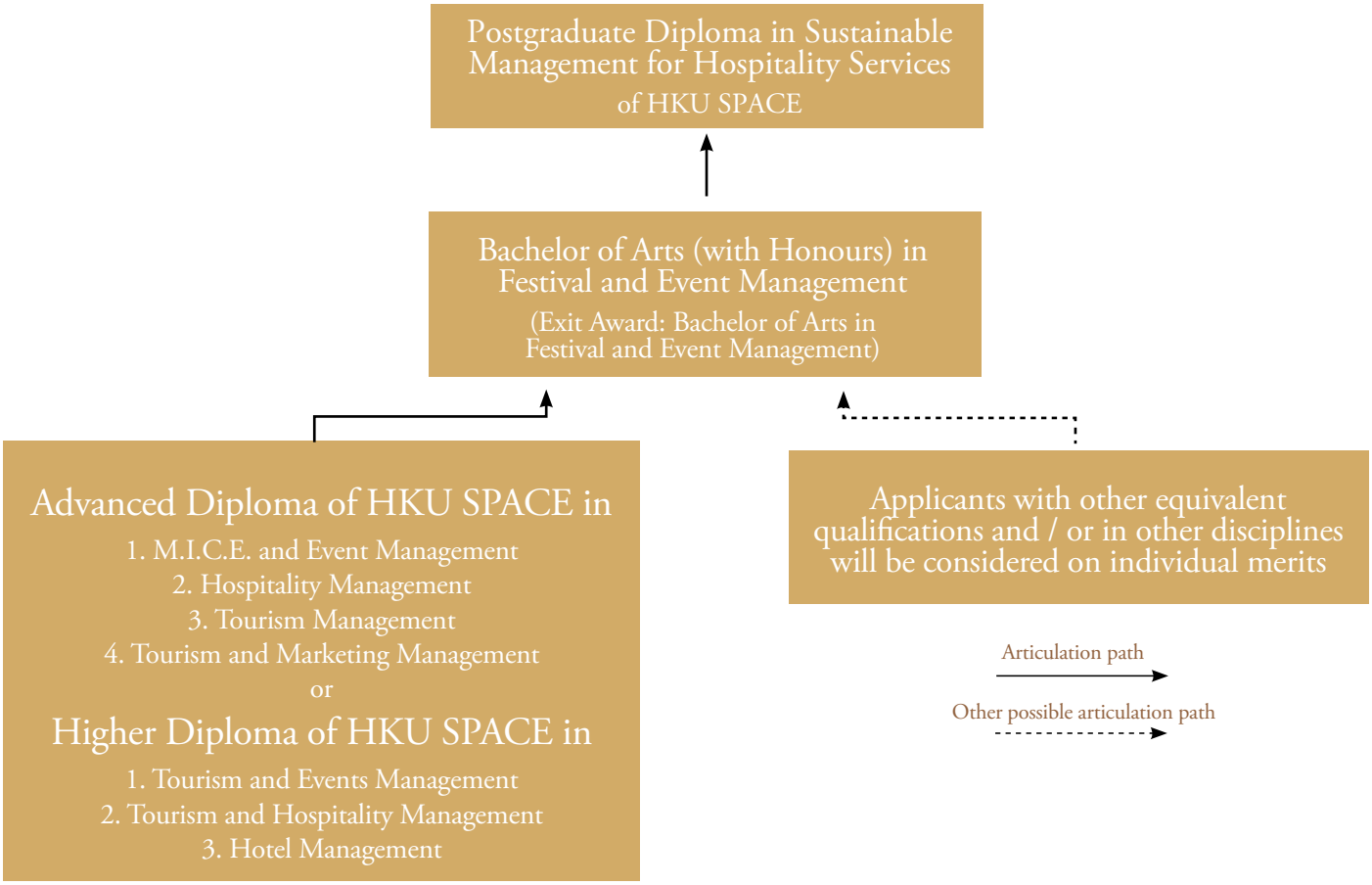
ASSESSMENT

All coursework and examinations of this programme will be conducted in English. The mode of assessment for each module is different but will be generally based on a combination of coursework (including assignments, tests and projects) and the final examination or 100% continuous assessment without examinations.

WORK INTEGRATED LEARNING

Students will have plenty of opportunities to voluntarily participate in various events organized by a range of event organisations in Hong Kong to gain exposure and polish their customer service as well as event organizing skills. It is non-credit bearing.

POSSIBLE ARTICULATION PATH



ENTRY REQUIREMENTS

Applicants shall have:

1. A 'Good Pass' # or CGPA of 2.0 in an Advanced Diploma in Hospitality Management / Tourism Management / Tourism and Marketing Management / M.I.C.E. * and Event Management, or a Higher Diploma in Tourism and Events Management / Hotel Management / Tourism and Hospitality Management awarded within HKU system through HKU SPACE; OR

2. An equivalent award granted by a recognized institution, such as Advanced Diploma/ Associate Degree/ Higher Diploma in M.I.C.E.*/ Festival/ Event Management, Tourism, Leisure or Hospitality Management; OR

3. An equivalent award granted by a recognized institution in other related disciplines such as Business, Management, Marketing, Communication or Linguistics. These applicants will be considered on a case-by-case basis; and they may be required to take additional module(s) based on individual merit before the start of the programme.

(#): Good Pass: average mark of modules is 60-69 with a passing mark of 50
(*): M.I.C.E: Meetings, Incentive Travels, Conventions and Exhibitions

TUITION FEE

The programme is designed on a modular basis, accepting two intakes of students per year in late March and late September. All fees paid are NOT refundable, unless a course is over-subscribed or cancelled.

Course fees are payable in 4 installments. Required textbooks are not included in this fee.

Year 3 (Block 1 and 2)		**Year 4** (Block 3 and 4)	
1st Installment (Block 1: 3 modules)	£ 1,893	3rd Installment (Block 3: 2 modules and 1 Dissertation)	£ 1,887
2nd Installment (Block 2: 3modules)	£ 1,893	4th Installment (Block 4: 2 modules and 1 Dissertation)	£ 1,887
Total	£ 3,786	Total	£ 3,774

Please note that the fee quoted above apply only to Block 1 modules studied. These fees may be subject to revisions even after a student is admitted to this programme. Fees for the following Blocks will be advised when you enroll on subsequent modules. Separate fees will be payable for re-sitting the examinations, re-submitting course work and repeating the studies for each module of study.

The application form for this programme can be obtained from all HKU SPACE enrolment centers. The completed and signed application form must be accompanied by:

1. Certified true copies of all relevant academic award certificates and transcripts
2. Copy of applicant's HK Identity Card
3. Four recent passport sized color photos
4. A non-refundable application processing fee of HK$150

Applicants may submit the application materials in person and all the original submissions will be returned immediately upon certification by HKU SPACE staff. Successful applicants will pay the course fee of £1,893 bank draft payable to "HKU SPACE" for three modules (for Block1, Year 3) after receiving the (un)conditional offer letter.

Late applications may only be considered at the discretion of the Programme Leader.

PROGRAMME SCHEDULE (Tentative)

October Term

Application Closing	Mid Aug
Commencement	End Sept

April Term

Application Closing	Mid Feb
Commencement	End Mar

Financial Assistance & Loans

Continuing Education Fund (CEF)

Tel: 3142 2277

www.sfaa.gove.hk/cef

Non-means Tested Loan Scheme

Tel: 2150 6222

www.sfaa.gov.hk

PROGRAMME TEAM & CONTACT DETAILS

Programme Director:	Ms Solange Leung	BSocSc HK; MSc Sur; CHE
Executive Assistant:	Miss Sara Liu	
Tel:	2867 8408	
Fax:	2861 0278	
Email:	ptfem@hkuspace.hku.hk	

This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

Images provided by Edinburgh Inspiring Capital www.edinburgh-inspiringcapital.com

HKUSPACE Edinburgh Napier UNIVERSITY

APPLICATION FORM
MS053A

Bachelor of Arts (with Honours) in
FESTIVAL AND EVENT MANAGEMENT

Application Fee $150 (non-refundable)

I. PERSONAL PARTICULARS

Name in Chinese _____ Name in English (Surname | Given Name) _____

Title * Mr / Mrs. / Ms. / Miss Permanent HK Resident ☐ Yes ☐ No (if No, please see Notes to Non-local Applicants)

Nationality _____ Date of Birth _____ HKID Card / Passport No. _____

Correspondence Address _____

Home Telephone _____ Mobile Phone _____

Office Telephone _____ Email Address _____

Fax. No. _____

* Please delete the inappropriate

Emergency Contact Person In case of emergency, we may need to contact your family or friend. Please suggest.

Contact Person _____ Phone _____

II. ACADEMIC & PROFESSIONAL QUALIFICATIONS (in reverse chronological order)

Institution	Date of Attendance (From / To)	Award received/ Date

III. EMPLOYMENT HISTORY (in reverse chronological order)

Name of Employer	Job Title	Date (From / To)

Name

Full Postal Address

← Please also complete this part

Please see overleaf →

I learned about this programme from:

☐ Newspaper _____(please state name of newspaper)

☐ Employer ☐ HKU SPACE Prospectus ☐ HKU SPACE Website ☐ Friends / colleagues studying / have studied on this programme

☐ Others _____

IV. OTHER RELEVANT INFORMATION

HKU SPACE ALUMNI

All new enrolled students in the School will automatically become ordinary members of the HKU SPACE ALUMNI. If you DO NOT WISH to be a member of the HKU SPACE ALUMNI, please check this box. ☐

Equal Opportunities for Learning at HKU SPACE

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you.

Special assistance required ☐ Yes ☐ No

Statement on Collection of Personal Data

1. It is necessary for applicants to supply their personal data and to provide all the information requested in the application documents, as otherwise the School may be unable to process and consider their applications.
2. The personal data provided in this form will be used for processing your application for admission, and for registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing (including direct marketing) purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorised third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by the law from time to time.
3. When the processing and consideration of all the applications for a particular programme have been completed: (a) the application papers of unsuccessful candidates will be destroyed (if you have indicated to receive our promotional materials in Paragraph 6 then your contact details and related papers would be retained for such purposes); and (b) the application papers of successful candidates will serve as part of the applicant's official student records and will be handled by HKU SPACE staff or by staff of an authorised third party providing services to the School in relation to the stated purposes. In all such circumstances, please be assured that any personal information you supply will be kept strictly confidential.
4. Upon enrolment, applicants will be required to submit a recent colour photo for student identification purpose.
5. The School will send urgent messages to students via Short Message Services (SMS) and supplement by other means such as email (if the need arises). It is therefore important that the mobile phone and email address that the applicant provides are accurate. Any change should be reported to the School immediately. Those who have genuine difficulty in receiving urgent messages via SMS should contact the programme teams for separate arrangements.

Use of Personal Data related to Direct Marketing

6. From time to time, the School will send the latest updates and promotional materials to applicants/students and alumni on the availability of the programmes and courses, seminars and events, discounts and offers, clinics and other services as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives through various communication channels such as direct-mail, email and mobile phone, by using your personal data (including, but without limitation to, your name, contact details and other information collected in your profile such as the programme(s) you enrolled, your graduation year etc). You always have the right to make subsequent changes on your choice of receiving further marketing materials by sending a written unsubscribe request (by email or by post) to the School at any time.
   If you DO NOT WISH to receive our latest updates and promotional materials through the communication channels as stated above, including discounts and offers from time to time, please check this box. ☐
7. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the right to request the School to ascertain whether it holds your personal data, to be given a copy, and to apply for correction of the data, if deemed incorrect. Applications for access to personal data should be made by using a special request form and on payment of a fee. Such applications for access of information should be addressed to the Data Protection Officer, HKU SPACE. For general requests of personal data amendment, please fill out the "Application Form for Personal Data Amendment" and submit it to HKU SPACE.
8. For details on the School's policy on personal data (privacy), please refer to the School Prospectus or Website.

General Notes to Applicants

1. Enrolment can be done in person at any of the School's Enrolment Counters by completing this application form and submitting it with the appropriate fee and relevant documents. You can also mail to the "Bachelor of Arts (with Honours) in Festival and Event Management, College of Business & Finance, HKU SPACE" 34/F, United Centre, 95 Queensway, Hong Kong.
2. Fees paid by crossed cheque or bank draft should be made payable to "HKU SPACE".
3. For general and short courses, applicants may be required to pay the course fee in cash or by EPS, Visa or MasterCard if the course will start shortly.
4. If admission is on a first come, first served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.
5. If admission is by selection, the official receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of programme/course fee if already paid.
6. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant programme team.
7. Course fees paid are not refundable except as statutorily provided or under very exceptional circumstances (e.g. course cancellation due to insufficient enrolment).
8. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.

Notes to Non-local Applicants

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong as dependants, who do not need prior approval before taking up full-time and part-time studies. Non-local applicants issued with a valid employment visa also do not need prior approval to pursue part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Admission to a HKU SPACE academic programme/course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are generally not considered by the Immigration Department for visa purposes except for self-financed, part-time locally accredited taught postgraduate programmes awarded within the HKU System through HKU SPACE.

Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
2. I authorise the School to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.
3. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
4. I have noted, understood and agree to the contents of the above notes, Statement on Collection of Personal Data and HKU SPACE policy on personal data (privacy).

Signature _____ *Date* _____