

Course Information Sheet

BSc (Hons) Events Management

Mode and course length – Full-Time (4 years)

Location – ARU Cambridge Campus

Awarding Body – Anglia Ruskin University. As a registered Higher Education provider Anglia Ruskin University is regulated by the Office for Students.

Overview

This course helps develop the skills, competence and confidence to thrive in this ever-changing environment, providing opportunities to help run local and regional major events and festivals, including product launches, charity events, right through to major events such as the Olympic Games.

Events Management is a thriving industry undergoing major global growth and offering some of the most varied and creative employment opportunities in management, across private, public and voluntary sectors.

The growth of event-led policy brings stringent demands upon managers to tackle inherent problems with managing in the events industry (e.g. social resonance, ambiguity of objectives and conflicting logics, multiplicity of stakeholders, uncertainty of outcome etc.) requiring astute and ethical management and leadership skills. The focus on responsible and sustainable practice is at the core of our delivery to help you overcome these issues.

As leaders in driving forward tourism management, we offer the chance to study in the heart of Cambridge, with dynamic opportunities throughout the course, both inside and outside the classroom, to put your knowledge into action and plan, design and execute your own events. Alongside theoretical and academic studies, you will also take part in exciting field trips to leading European urban tourism destinations. Previous trips include Bergamo and Barcelona.

Course Delivery

Our courses are delivered through teaching and learning methods which provide students with the widest possible exposure to a modern and innovative higher education experience.

These methods vary and could include attendance at lectures and seminars, undertaking laboratory exercises or work-based activities, practical work, performances, presentations, field trips, other relevant visits and e-learning through Canvas, our online learning management system.

Each course is divided into a number of 'modules' which focus on particular areas, each of which has a specific approach to its delivery. This information is published to students for each module they take via the Module Definition Form (MDF) and Canvas.

Assessment

You can expect an eclectic mix of coursework, essays, exams and activity-based assignments. This is reflected in two live project modules (year 3 and year 4), whereby the final major project will involve the delivery of a local/regional event external to the university, that draws upon intellectual knowledge gained, understanding of theory, policy and major practice, and a short report linking the project with course outcomes to consolidate all learning outcomes required as part of the successful completion of the degree.

All assessment is designed to allow you to demonstrate what you've learning from modules, and to make sure you're developing the knowledge and skills you need to successfully complete the course.

Fees

Information about your course fee including any annual fee increases or deposits (if required) can be found in your offer letter.

Additional Costs

Field trips

Fees include a trip to a major European destination as part of the course, and several other optional events field trips regionally. You will also have the opportunity to take part in numerous events and festivals as part of your dynamic student experience here in Cambridge.

Modules

Core Modules

Year 1: Foundation in Business

This module will provide students with the necessary skills to begin studying at level 4 in courses related to Business, Accounting, Finance, Marketing, Tourism and Economics.

Students will be introduced to the core skills necessary to succeed in higher education, including thinking critically, researching and referencing appropriately, demonstrating appropriate numeracy and ICT skills, and communicating effectively verbally and in writing.

Students will also be introduced to specific concepts related to their degree programmes including the functions of a business, business law, ethics and intercultural studies. Real-world applications of these theories in business will be highlighted, and students will practice applying the theory to case studies.

The module is made up of the following 8 constituent elements:

- Interactive Learning Skills and Communication (ILSC)
- Information Communication Technology (ICT)
- Critical Thinking
- Core Maths
- Ethics
- Intercultural Studies
- Business Law
- Introduction to Business

Year 2: Academic Skills

This module aims to equip the student to function effectively as an independent self-learner within the higher education learning environment, with specific reference to the area of business management. Students will be introduced to the learning context and the responsibilities of the individual learner within higher education.

Students during the course will be encouraged to develop both practical skills and academic skills central to undergraduate business degree programmes. These will include: reading and note taking, critical analysis, critical writing, essay writing, reporting writing, problem solving, referencing, preparing for exams, and managing their time effectively. Furthermore, students will improve their use of information technology and associated software packages, improve their presentation skills, and develop basic business analysis and data interpretation skills, both individually and in teams. Students will also be introduced to the importance of personal reflection and increasing their effectiveness as independent self-learners. The module will be delivered using a team-based learning approach.

Year 2: Introduction to Tourism and Events

This module introduces students to the main theoretical concepts underpinning tourism and events studies today, along with some of the issues that affect tourism destinations, industries (such as the events industry) and tourists themselves. Tourism is often claimed to be the biggest industry in the world, yet tourism is not really an industry, more a gathering together of disparate

forms of production and consumptive activities. The distribution of this tourism is highly unequal geographically in terms of where tourists come from and where they travel to, though this is changing with new markets opening in Asia, south America, and parts of Africa. As such, tourism is growing to the extent that it now involves nearly all parts of the world and is increasingly seen as an important tool for development with various implications. At the same time, the global tourism sector has undergone a series of profound changes in recent decades, leading to a proliferation of tourism types and products. Challenging the conventional foundations of modern mass tourism, the travel market has expanded its demands to reflect growing concerns about the overall performance of the tourism sector. What are the long-term effects of uncontrolled tourism development in different geographical and temporal zones? On the environments, cultures and economies of the places being visited? What and where are the new growth areas and how are these being developed, modelled and managed? These are just a few of the important questions that are being asked today. The module will cover historical changes in leisure and development of tourism in specific destination localities and the wider world through case studies. We will also focus on the development of mass package tourism, where it takes place and why; what are the social, economic, and environmental consequences of these developments in particular places. We will also examine the increasing globalization of the world economy and examine the role of tourism, and events, within this through case studies on particular topics such as the geographies of food, notions of mobilities that breakdown the separation of everyday travel and tourist travel. The module will also introduce students to the theory of tourism study which considers both the destination (tourism) and market (tourist) characteristics of the sector. A variety of models have been developed to help us understand the main issues and debates surrounding tourism development and management. Examples of these include the Destination Life Cycle and Iridex models, simple illustrations of tourism dynamics. These types of models will be introduced and developed throughout the modular programme. The tourism sector is characterised by its diversity and, now more than ever, the range of travel opportunities is unparalleled. Beside the traditional sun, sand and sea package holiday there are a plethora of specialist markets operating. From ecotourism to dark tourism, and of course the events sector, the choices appear almost unlimited. This module will consider the rise of special interest travel, with a specific case study of the events sector, and the organisations involved in its operation. By the end of the module, students should have a firm grounding in the tourism field, comprising a base of knowledge that they can build upon throughout their studies. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. These will include team work and self-assessment and reflection.

Year 2: Principles of Marketing

Principles of Marketing is a module which presents first year students with a foundation in the core theories and models of marketing, from a bottom-up perspective. The module instils in students an understanding of how marketing operates as a key functional area within business and how it critically interacts with other areas such as accountancy, human resource management and business management. The emphasis of the module is upon examining the role that marketing management can play in implementing and controlling the marketing mix processes. Alternative approaches in the use of the marketing mix will be discussed, analysed and evaluated looking at both the short and long-term organisational and market demands. The module takes examples from a diverse range of sectors from Fast Moving Consumer Goods, to the Third Sector and Arts organisations. In tandem the module takes a critical view of marketing and examines the ethical challenges of marketing along with the role which marketing can play in either aiding or styming sustainability.

The module will consist of twelve one hour lectures supported by weekly two hour seminars. Lectures will disseminate the theory underlying marketing principles whilst seminars will be more interactive and allow students to apply the theory in group activities. Seminars will also be utilised for practising and refining the models and theories.

Year 2: Tourism and Events Business Management

This module focuses on the management of tourism businesses, whether in the private, public and voluntary sectors. The module provides students with an overview of the tourism industry and its specific characteristics, specifically looking at individual subsectors, such as travel retail, tour operators, transport, accommodation and tourist attractions. This module provides students with the opportunity to apply management studies within the specific context of international tourism. The module introduces students to a range of disciplines including marketing, human resource management, quality management, strategic planning, yield management, and environmental monitoring, applying those to the tourism sector. By the completion of this module, students should be able to identify a range of management approaches that are relevant to the tourism industry and assess the extent to which these may be appropriate in different situations. The role of the state in facilitating and constraining business development and management practices in tourism is discussed. Another focus of the module will be how recent developments in Information & Communication Technology (ICT) have affected management practices in the tourism industry. Lectures will introduce students to a series of critical debates surrounding tourism management and accompanying discussion sessions will

help students to develop strategies that reflect the distinct requirements of the international travel sector. Case studies will be used throughout the module to bring theory to life.

Year 2: Introduction to Organisations and Management

Management in practice comes down to support people to work effectively in different organisational contexts. Regardless of your technical area, type of organisation or job position, to get your work done you will need to manage your relationships with colleagues, managers, subordinates and customers. This module aims to increase your ability to analyse the human side of management and diagnose problems affecting performance and organisational effectiveness. Specifically, we will equip you with knowledge and skills to understand how people and organisations function in individual, group and organisational levels based on the latest academic evidence on topics such as motivation, leadership, teams, organisational structure and culture. Finally, we aim to inspire you to value and continuously use the best available academic evidence on effective management of people and organisations throughout your career.

Year 2: Accounting for Managers

The module aims to give students a sound grasp of the basics of financial reporting (context, purposes, regulatory framework). It introduces the principal concepts of financial accounting. The preparation of principal financial statements will also be explored. This module is also designed to introduce students to key management accounting skills necessary to support decision-making. It will emphasise the acquisition and application of skills and knowledge necessary to inform managers responsible for planning, decision-making and control and will provide the underpinning skills and knowledge required for more advanced study. The key issues addressed will be the fundamentals of cost data collection, analysis and allocation of costs, costing of products and services using absorption and marginal costing techniques, short term decision making - Cost Volume profit analysis, budgeting and budgetary control.

The key techniques will be demonstrated and applied in active learning workshop sessions and students will be expected to work on practical examples and case studies.

One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes.

Year 3: Project Management

Project management is a key skill for any future professional to acquire, at some stage in your career you will be involved in delivering or working on a project. This module focuses on providing a sound basis for managing or working on projects. You may be a future Marketer with managing marketing campaigns in mind, a future HR Professional who may be called upon to manage a recruitment project or indeed, you may be called on to work on another type of business improvement or implementation. In essence, the concept of managing a project hinges on one quite basic principle, managing the triangle of: quality of the project outcomes, cost and time. In practice, this is a complex juggling act. This module first distinguishes a project from other types of operations processes and explores the key skills of a project manager. Then the major process groups, according to the PMBOK (Project Management Body of Knowledge) are applied, these are: initiation; planning; executing; monitoring and controlling and closing a project. The importance of stakeholder management and risk management will be emphasised. Students will use software to schedule and cost projects during the planning phases. The use of monitoring and controlling techniques, including cost control, time management and resource optimisation will be explored. After the main process groups have been covered, the final part of the module is on improving the success of projects. There is exploration of how to measure success and furthermore, the principles of agile project management are discussed.

Year 3: Sustainable Tourism and Events Management

Tourism is becoming a very attractive form of development for many countries, though in many cases there is an undue focus on international tourism, often to the detriment of a focus on domestic tourism. Yet, all tourism has negative and positive aspects to it. Tourism involves not only inflows of foreign financial resources but also outflows, some of these can be referred to as "leakages". When they exceed specific levels, these outflows can significantly neutralize the positive financial effects of international tourism. In this module we critically review the social and economic consequences of certain forms of tourism in examining differing practices and planning of sustainable tourism using case studies. We will focus on how specific variants of the sustainable tourism development such as ecotourism, nature and wildlife tourism, Events Tourism, and approaches such as pro-poor tourism are seeking to bring more widespread social, economic and environmental benefits to the contexts in which

they are implemented, with a particular focus on the benefits to local people, including the poorest groups of people in Tourism Destinations. The module therefore examines the regional, national, and international frameworks in which the tourism industry operates. It identifies some of the main alternative options and strategies for tourism development examining the potential economic, cultural and environmental potentials, determinants, and constraints. The module uses in-depth case studies from around the world to focus on strategies of 'sustainable tourism' in mass tourism destinations, as well as market interventions such as 'pro-poor tourism'. The module examines the roles of differing agents in tourism development, for example how governments may be constrained by a range of international factors in seeking to develop tourism, such as a need for foreign revenue, and thus may have little negotiating influence with multinational tourism organisations. Case studies are used to evaluate current developments in supply side management and corporate responsibility policies and practices and planning focussed on sustainability goals - including adaptations to climate change. In essence, the module draws on and is strongly grounded in the notions of sustainability, ethics and responsibility and the extent to which these are variously integrated into the development, management and innovations in the tourism sector globally and locally.

Year 3: Marketing Tourism and Events

Practical and dynamic, this module explores the vital role of marketing in the context of the tourism and hospitality industry through a series of intellectually stimulating and challenging weekly lecture/seminars.

We tackle the some of the major issues related to tourism marketing. From tourist market segmentation, marketing mix, and the concept of strategic tourism marketing, right through to the role of digital/social media strategies this module has been designed to give our tourism students cutting edge knowledge and comprehensive awareness of current, critical and innovative thinking in tourism marketing.

Implicit in the module design and learning outcomes will be the opportunity for students to develop a range of transferable professional and employability skills, alongside the opportunity to develop key networks in to the tourism industry.

Year 3: Tourism and Events Field Study

Most of us will have experience of being tourists, and most will also have experienced living or staying in places that tourists visit. Tourism is an inherent and important aspect of mobilities in the 21st century, one that is developing in all kinds of new ways and in new and established geographies. Yet many tourism activities and destinations are facing complex challenges to remain popular, sustainable, and relevant in the face of increased competition, new tourist trends, and environmental degradation and the potential threats from climate changes. Tourism fieldwork is an important aspect of developing skills and understanding of tourism in particular real life contexts. Fieldwork is the combination of both theory and practice allowing us to practically engage with theories in particular places. In fieldwork specified academic tasks must be completed while the student is involved in real time activities. This combination of theory and practice reflects the focus of the Tourism Management undergraduate degree: - consulting with professionals in tourism and visitor management; - providing experiential learning opportunities for students; - enhancing the student knowledge, skills, attitudes, and values towards the profession and local communities; Through prior preparation and practical fieldwork tasks at a particular location we will seek to understand the consequences of tourism on local communities, local environments, and beyond.

Year 3: Live Events Management

This module introduces you to events management in practice. You will build on knowledge gained in the introduction to Tourism and Events module to examine the specific characteristics of the Meetings, Incentive, Conference, and Events sector (MICE) and the sector's impact on wider tourism agendas, and the development of leisure events and their socio economic role in tourism destination management. You will then go on to examine a number of key theoretical ideas and threshold concepts used in the management of events and will apply them to the planning and delivery of your own event. You will also have the chance to visit and critically observe an event as part of this module.

Throughout the first 9 weeks of the module you will work in teams to plan and deliver a small scale event at the university. You will identify a charity that you would like to work with to raise awareness of their work and funds to support their activities. You will then work together to plan, market, and deliver an event such as a gig, bake sale, quiz, or a guest lecture, in week 10 of the trimester. Each group will be given a small budget group to support the event.

Year 3: Career Development and Employability

We will support you to increase self-awareness and engage with career management behaviours that are essential to compete successfully in the graduate labour market. The module has been designed in consultation with our employer forum and employability service and is delivered by academic staff, employability advisers and industry guest speakers. Although highly practical, this module also provides you with evidence-based insights into the contemporary world of work and the business market, in response to direct feedback from employers. Key themes covered in lectures are: career development theory, traits analysis, labour market analysis and recruitment & selection processes. During workshops, you will engage in individual and group tasks involving labour market analysis, traits analysis, skills audits and testing, case study exercises and real-life scenarios in recruitment and selection.

Year 4: Current Issues in Events

The issues confronting the events management sector are rapidly changing, along with the wider socio-economic, political, management and also climatic contexts in which the industry operates. Ability to react to these changes requires an understanding of the current issues, trends and topics in events management, their causes and consequences. The aim of this module is to develop the theoretical basis for consideration of key issues, trends and challenges facing professionals working in the events sector today and in recent years. An 'issue' is a topic for discussion and debate – something which is viewed differently by different people. The module encourages critical debate and evaluation among students by providing examples of very recent issues in events management such as the impact of terrorism on large events, the fast growth of the music events industry, the impact of disasters at events, and niche events trends. You will be encouraged to consider the potentialities and problems in researching current issues in tourism, and how study of such issues can aid events management. The module is delivered through a series of lecture and seminar sessions. Lectures will serve to introduce issues and will be followed up by seminars, which will encourage students to open out the material and deepen their appreciation of it. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. These will include team work and self-assessment and reflection.

Year 4: Live Events Project

This capstone module builds on everything you have learned on your course. Drawing on the theoretical knowledge and practical skills you have acquired on your course you will work in teams to put on a professional event that is external to the university. Your event can take any form but should conform to Jago and Shaw's idea that a special event is "a one-time or infrequently occurring event of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience." (1998: 29) Your event should have a positive impact and contribute to either local tourism, community building, urban renewal, cultural development, or fostering local identity (Getz 2007), it should not impact negatively on the environment or the people of Cambridge. Your event might raise funds for a local charity, highlight a particular issue, or celebrate a local person or historical event. You will be expected to work in partnership with a local organisation to plan, develop, and deliver your event. You will be given a small budget by the school to support your project.

Year 4: Events and Tourism Policy

This module will offer a multi-disciplinary approach to tourism and events drawing on the fields of economics, political-economy, geography, tourism, events management, and policy. It acknowledges that this subject area cuts across (and is relevant to) numerous fields within social science and business education, thereby replicating recent calls for academic studies to move towards work that embraces tourist studies with tourism management, cultural studies with business, sociology with marketing in a truly trans/multidisciplinary perspective. It aims to provide a student-focused, research-informed, relevant and engaging module and its aims will be achieved by drawing ideas and theories from several subject fields, including case studies from different international contexts, and building on research and industry engagement by staff.

This module will introduce students to complex issues facing policy makers of who often use tourism and events as a major tool for urban development, specifically the triple-bottom line effect up on: economic, social, and ecological grounds. The module will complement the existing practical focus of Level 4 and 5 modules. This will be a dynamic and challenging and research-informed and industry connected module; centred on a TBL approach to pedagogy and will be grounded in a range of regional events and festival case studies, right through to hallmark, major and even mega-event contexts. The module will specifically draw up on the module leader's (Michael Duignan) published work around the strategic uses of mega-events for revitalising communities, regions, host cities and their respective nation, alongside the national award winning slow tourism work (ATHE/VisitEngland Award, 2015) currently underway within the business school and Marketing, Enterprise, and Tourism.

Year 4: Digital Marketing

In any management role undertaken within an organisation students will require an appreciation of the power and influence of Digital Marketing. This module aims to increase employability of students by providing individuals with many of the necessary skills, as well as a critical understanding, of Digital Marketing. This will be essential as they enter employment in today's dynamic digitally influenced business environment. The lectures in this module will encourage students to critically examining emerging theories and models within this academic field of study. Students will be asked to undertake a critical examination of Digital Marketing strategies for both profit and not for profit organisations which deliver integrated online communications for both large organisations and SME's. Students will examine evidence of the change in Consumer Behaviour and increase in online activities such as social activism. They will also be required to investigate the influence of Tribes, Communities and Virtual Crowds in online behaviour and the effective use of WOM and Viral Marketing as part of campaign tactics. Important consideration of legal and regulatory issues affecting Digital Marketing, together with emerging codes of practice and ethical issues will be addressed in lectures. An understanding and development of basic skills in appropriate use of Digital Tools such as Social Media, Online Advertising and Mobile will be addressed in seminars.

Optional Modules

(Subject to availability)

Year 2: Food and Drink Tourism and Events

Food and drink tourism, events and festivals has become a particular focus of academic and industry interest in the past 15 years. It is an area that is increasingly being recognised as a powerful vehicle for behaviour and attitudinal change, specifically in regard to sustaining rural businesses and communities (Everett and Aitchison 2008; Sims 2009) and is therefore becoming of interest to more entrepreneurial and business-focused courses. As part of the rise in new consumption patterns, food-motivated travel is also becoming a significant 'pull' factor in management and marketing strategies (Okumus et al. 2007) and we have witnessed a significant rise in food/drink tourism destinations, trails and festivals and the desire for 'local' authentic food experiences.

The module will be highly interactive and draw on a wide and illuminating variety of illustrative food and drink case studies from around the world. Supported by research, critical theory, real-life case studies, student exercises, diary extracts, policy excerpts, and news items, this module will cover key aspects of the development of food and drink tourism, events and festivals but also ensure students can put these ideas and concepts into practice by developing an original and innovative new destination strategy using food and drink as its core focus. It will include a field trip to a food museum, trail or festival and is designed to meet a rising interest and demand for a module that cuts across the fields of hospitality, events management, food and beverage, gastronomy studies, cultural studies, business development and tourism. It provides an engaging and highly research-informed module focusing on the growing fields of food and drink tourism, special interest tourism, agricultural links with tourism, policy development, environmental sustainability, marketing and cultural heritage.

Year 2: A Module from the Anglia Language Programme

Year 3: Enterprise and Entrepreneurial Management

The module will introduce and develop the skills and knowledge surrounding entrepreneurship and business start up. A systematic exploration of the current academic literature and its application to practical enterprise and entrepreneurial management within a real business planning context will be undertaken. The core to this module will involve developing an understanding of the key stages associated with a business start up. In addition the module will explore the practical skills required to establish an entrepreneurial venture and the processes associated with: the management of the elements connected with business planning; for example, creativity, management and leadership, building key business relationships, financial planning, sustainability and understanding the importance of setting and achieving realistic goals.

Year 3: Responsible Business

This module aims to develop understandings about the shift towards more environmentally, socially and economically responsible business practice and in particular focus on the drivers behind this shift; including the concept of global responsibility and citizenship and growing business arguments for including a consideration of sustainability in all business and management practice.

The module promotes a personal approach to the issues of ethics and morality, promoting a discussion on personal

responsibility. It looks carefully at our increasing recognition that as individuals and businesses we have a responsibilities as 'global citizens' thriving towards a sustainable future. The module relies on three main pillars:

- a. Experiential Learning. Aiming at linking with real case experiences, discussion and reflective practice about ethics, sustainability, social responsibility, consumption and behavior.
- b. Creative Teaching and Learning: A number of art-based methodologies will be used in this module in order to enhance creative and problem solving amongst the participants.
- c. Critical thinking: The module pays special attention to the need of questioning practices, understanding the role of power/politics to develop a critical understanding of the different responses of business in relation to social responsibility and sustainable management.

It is expected that this module contributes to the university's employability strategy, in relation to knowledge on the theories and discussion on responsibility, ethics and sustainability; the development of analytical and critical skills in this field, and also, the promotion of values, virtues and character formation, crucial in the consideration of professional careers.

Year 4: International Intercultural Management

In an increasingly global business environment, those involved in international business and management must develop the insights and skills to interact with customers and stakeholders in a culturally sensitive way. The module introduces and examines the work of important researchers in the field such as Hofstede, Hall, Watson, Tayeb, Holden, Hampden -Turner and Trompenaars. It explores the application of these theories to decision making at the level of the individual, the team and the organisation. It examines strategic dilemmas where culture plays an increasingly influential role in companies of all sizes. It presents cultural diversity as a central element in the phenomena of business change and organisational development through the use of case studies and interactive scenarios. It draws on the diversity of the student group as a resource and attempts to generate dynamic learning experiences. This intercultural management module will sensitise the students to each other's cultural differences and work practices. It will then focus on a series of target cultures as representative of the international business environment, exploring and analysing effective (and ineffective) approaches to cross-cultural communication in a wide range of business and management contexts. The module will achieve this through a lecture programme that will introduce the context, frameworks and concepts. These will be applied through a seminar programme that will be built on applying them through individual self-directed learning, group work through synthesising the individual work and group presentations to the seminar for general discussion.

Year 4: Sustainable Transformation and Environmental Practice

Climate change and sustainability offer both challenges and opportunities for economies and business across the world. This module is a "step" into addressing the requirements of private and public sector organisations looking for graduates with knowledge, skills and attributes related to environmental and sustainability issues. It develops a hands-on approach to sustainability by focusing on the development of an environmental management system (EMS) for the students' households. It is expected that this module can contribute to the students' wellbeing, while reducing their carbon footprint and creating sustainable transformations and pro-environmental behaviour. This module aims at developing creativity, responsibility and future-thinking amongst the participants: its ultimate goal is to enhance the students' participation in a highly competitive job market and the opportunities for green and responsible entrepreneurship. The main pillars of this module are: a. Action Learning & Reflective Practice: This module encourages students to start working on their assessment from day 1, offering a wide variety of tools to record their progress in the implementation and monitoring of their environmental management system. b. Creativity and Use of Technology: This module relies on the students' creative skills in the use of social media and use of digital learning platforms such as the LMS. c. Employability: At the end of this module students will be able to identify and provide evidence of a wide range of skills and attributes for future jobs and enterprises. Overall aims at encouraging the ability for self-reflection and a commitment to life-long learning becoming and acting as responsible citizens.