



Group Award Specification for:

HNC Events at SCQF level 7

Group Award Code: GK69 15

HND Events Management at SCQF level 8

Group Award Code: GK6A 16

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1 Introduction

This document was previously known as the Arrangements document. The purpose of this document is to:

- ◆ assist centres to implement, deliver and manage the qualification
- ◆ provide a guide for new staff involved in offering the qualification
- ◆ inform course managers teaching staff, assessors, learners, employers and HEIs of the aims and purpose of the qualification
- ◆ provide details of the range of learners the qualification is suitable for and progression opportunities

This document includes background information on the development of the Group Awards, their aims, guidance on access, details of the Group Award structures, and guidance on delivery.

Many authors have discussed the definition of events and the various terms used to describe these, however, there is only limited agreement on standardised terms, definitions or categories to use. Various terms are used to describe sectors or industries which may fall under the umbrella of the events industry, including:

- ◆ business events/business tourism (conferences/meetings, exhibitions, incentive travel, corporate events/corporate hospitality)
- ◆ festivals/fairs/cultural events
- ◆ community events
- ◆ outdoor events
- ◆ entertainment/live music events/concerts/theatre/shows
- ◆ sports events/spectator sports
- ◆ charity events/fundraising/voluntary sector
- ◆ party planning/wedding planning/social lifecycle events
- ◆ events/special events

These events originate from government, corporate and community sectors, together with serving individual private needs.

Within the document the term events industry will satisfy the above.

The areas of overlap between the sectors are greater than ever before.

Major hotels and hospitality operations are now operating events facilities within their complexes. In addition there has been a huge increase in the number of festivals, sporting events, outdoor concerts and purpose built venues for events.

Human Resource Managers within these rapidly expanding industries have stated that they are looking for multi-skilled staff with a wide range of experience, that are adaptable, flexible and able to operate in different areas of their organisations.

The qualifications embody two specific principles:

- ◆ Firstly, they provide recognised qualifications that are now well established, understood and respected by employers in diverse occupational areas. They will provide a sound educational and experiential background demanded by these sectors.
- ◆ Secondly, it is anticipated that the revised structures will provide a strong progression pathway, both for receiving learners who have successfully completed an appropriate programme of National Units, and for those who wish to progress onto degree programmes.

The HNC/HND have been running since 2008/2009 and, building on incremental review since that time a full review and revalidation was undertaken in session 2014/2015. The review addressed a number of broad issues, namely, the need to update content and review the assessment burden in a number of key Units. The review process was overseen by a Qualification Development Team comprising a representative range of staff involved in the delivery of the qualifications. Primary and secondary research involving employers, centres, learners and higher education was undertaken. The updating of these awards reflects the broad changes that have occurred in these industries and in education, for example the need for 'sustainable' events and also contemporary issues regarding the winning of major event bids, that are worth a great deal to a city/ country both economically and culturally.

The main changes to the awards are:

- ◆ at HNC, more flexibility in the mandatory and limited options sections.
- ◆ at HND, in the mandatory section:
 - new mandatory Units in sustainable principles and practice and contemporary issues and influences
 - the inclusion of a more applied marketing Unit
 - Preparing a Business Plan has been moved to the options.
- ◆ The limited option groupings have been restructured to ensure coverage of PR and marketing.

Successful learners will be well placed for employment across the diverse range of jobs within the events industry.

Organisations, from across the UK, viewed the courses extremely favourably. Without exception they agreed that the successful student would be well qualified to gain employment within their particular organisation as well as in the many diverse areas of the target industries.

The revalidation of these awards continues to address the ongoing challenge faced by establishments of recruiting flexible, knowledgeable staff. It is expected that the successful learner may become a potential manager capable of leadership in these broad areas of service offered by the events industries.

Employers, as well as requiring underpinning knowledge, are frequently demanding both managerial and practical skills from potential employees. Hence, there is still a recognised need for a qualification at HNC and HND level which as well as focusing on the role of practitioners, will provide the student with a managerial input which will enable graduates to progress into supervisory and managerial positions in their chosen discipline.

The growing importance of the Events Sector is illustrated by the following strategic developments and initiatives.

The Scottish Government's major events strategy:

A strategy for the events industry in Scotland 2009–2020,

'Our 2020 vision for Scotland - Scotland firmly established as the perfect stage for events. Our mission to deliver this vision to develop a portfolio of events that delivers impact and international profile for Scotland.'

Ministerial forward

'Scotland's events industry plays an important role in achieving sustainable economic growth, not only as a driver for the visitor economy, but also by boosting the profile of our country on the world stage and acting as a catalyst for regeneration as demonstrated by the Sir Chris Hoy Velodrome and Emirates Arena built for the Commonwealth Games.

More widely, as we experienced during the torch relay and London 2012, events also have an incredible capacity to inspire people, boost participation in sports and the arts and increase inclusion and engagement. Event Scotland has been working hard with the industry to secure, generate and sustain a portfolio of world class events in Scotland and to deliver the partner vision set out in this strategy.

Global events — like the Commonwealth Games and the Ryder Cup — attract major media attention for Scotland and the legacy of the investment in infrastructure and facilities will mean Scotland continuing to be well placed to compete on the global stage for major events in the future, with our bid to host the Youth Olympic Games in 2018 testament to the ever increasing scale of ambition.

Whilst the major events attract attention let us not lose sight of the important contribution made by small and medium scale events, staged the length and breadth of Scotland, to local economies.'

Fergus Ewing MSP and Fiona Hyslop MSP

The People 1st 'State of the nation report 2013' commented

'The Scottish hospitality and tourism sector is growing. With a number of significant events and activities having already taken place, and with more to come in the near future, the Government has invested significantly in promoting Scotland as a tourist destination' Government investment in training and skills has played a key role in reducing the skills gaps in the sector, and businesses now appear to be spending more time and money retaining and training existing staff than endeavouring to attract new employees. This places Scotland well ahead of the rest of the UK when it comes to investing in staff training, which is a positive Outcome for the sector. Of course, as with the rest of the UK a great deal of training is carried out in larger businesses, although anecdotal evidence suggests that smaller employers in Scotland are also realising the benefits of retaining a well-trained and committed workforce where possible'

Glasgow City Council has developed an Events Strategy, since the value of events to the city is of such high importance to its continued development as a thriving city, both culturally and economically. It is one of several cities who have done so, recognising the value that events can bring to a city.

‘Glasgow is unique in its strategic approach of engagement with key agencies within the city and at national level. The Strategic Major Events Forum was established in 2005 to strengthen Glasgow’s competitive position in the global marketplace and is recognised internationally as a model of best practice.

By adopting this ‘One Glasgow’ approach, the city can guarantee the provision of exceptional support for its events. Glasgow is known internationally as one of the world’s top cultural and sporting cities making it the ideal destination for events.’

Gordon Matheson, Chair Glasgow City Marketing Bureau

Scottish Tourism Alliance — Events and Festivals

The Events and Festivals sector is very diverse and is identified in TS2020 as a key opportunity. The focus of the Events and Festivals strategic activity is through the framework Diary, Dialogue and Development.

- ◆ The Scottish Events and Festivals Association (SEFA) was launched in 2013 as the trade body to lead and represent organisers, promoters and suppliers involved in the festivals, events and tourism industry while looking to enhance the professionalism of the industry and promote best practice.
- ◆ We are looking to target 10 key capability areas: leadership and team-playing, knowledge management and market intelligence, marketing and sales, quality and customer service, innovation and entrepreneurship, collaboration, sustainability (economic, social and environmental), training and development, ICT and connectivity, finance and investment appraisal.

Over the past year, many individuals and groups in the industry have been working to establish the key principles and practices that will help us become more effective and efficient. Scotland’s Themed Years should guide a common approach which in turn should deliver real business benefits. EventScotland’s work to refresh their strategy, Scotland — The Perfect Stage is a key contribution.

References

- ◆ Scottish Government — Scotland the Perfect Stage, A strategy for the events industry in Scotland 2009-20
- ◆ People 1st — State of the nation report 2013
- ◆ Glasgow City Council — glasgowmajorevents.com, City events strategy
- ◆ Scottish Tourism Alliance — Tourism strategy 2020

Target groups

The most popular entry routes to the awards are direct from school with one or two Highers and entry from college NQ Events and pre-entry NQ Events courses. A number of learners return to education following a change of career, wishing to pursue a career in the events industry. These learners may have insufficient academic qualifications, but have relevant industrial experience.

The HNC/HND allows articulation from the National Certificate in Events Co-ordination, the PDA Events, and PDA Event Operations.

The awards are a blend of theoretical as well as practical Units. The theory will underpin the knowledge required to become an Events Manager. The awards will provide vocational education in events, allowing the graduates to leave college with a broad experience in organising as well as supporting events of all sizes. The work experience Unit provides a vital opportunity for learners to develop vocational experience.

These awards:

- ◆ target school leavers who have a desire to enter the various associated industries.
- ◆ satisfy the needs of those who wish to use it as a stepping-stone to related degree level courses.
- ◆ positively encourage mature returnees to education who have a desire to change career and enhance their career prospects.
- ◆ assist learners to re-enter education after a break in either work or study.
- ◆ assist learners who wish to start their own business.
- ◆ provide vocational education in events.

The awards are complementary to current HN awards, namely:

- ◆ HND Hospitality Management
- ◆ HNC Hospitality
- ◆ HNC/HND Travel and Tourism
- ◆ HNC Technical Theatre

The awards offer learners a progression route from associated National Qualifications such as the National Certificate in Events Co-ordination.

Employment opportunities

Listed below is a sample of the employment opportunities gained by college graduates over the last three years.

Events Manager, major hotel chain
Wedding Planner, Specialist wedding planner company
Event Manager, large hospitals
Event Organiser/Manager, specialist events company
Events Manager/Coordinator/Assistant, large charity
Event Organiser, large city centre exhibition centre
Event Co-ordinator, Corporate Hospitality
Value Relationship Manager, large hotel chain
PR and Marketing assistant, PR company
Conference and Banqueting Assistant, Edinburgh First
Event Co-ordinator , Scottish Government
Event Co-ordinator, large contract caterer
Group and Events Co-ordinator, large hotel chain
Events Fundraising Assistant, large charity
Special Event Co-ordinator and Promotions Manager, Specialist party and events company, New York

Current labour market information and trends can be found at:

<http://www.people1st.co.uk>

<https://www.skillsdevelopmentscotland.co.uk/about-us/our-strategy/>

University Articulation Opportunities

The HNC/HND allows for articulation to several universities within Scotland, including the following:

Edinburgh Napier University — BA Events and Festival Management, BA Events Management

Robert Gordon University — BA Events Management

Queen Margaret University — BA Events Management

University of the West of Scotland — BA Events Management

Glasgow Caledonian University — BA International Events Management

Several colleges have arrangements with their local university for Associate Student Places, which supports the transition from college to university.

2 Qualification structure

2.1 Structures

HNC Events

Mandatory Units:

Learners must complete all mandatory Units

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Events: Graded Unit 1	H91P 34	8	7	1
Organising an Event	H91J 34	16	7	2
Events Industry: An Introduction	H91K 34	16	7	2
Event Legislation: Safety and Licensing	H91L 34	8	7	1
Event Budgeting and Funding	F35S 34	8	7	1

Learners must attain 1 credit from each limited option Group

Limited Option: ICT				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Information Technology: Applications Software 1	D75X 34	8	7	1
OR				
Using Software Application Packages	D85F 34	8	7	1

Limited Option: Communication				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Communication: Business Communication	H7TK 34	8	7	1
OR				
Communication: Practical Skills	H7MB 34	8	7	1
OR				
Complex Oral Presentation	DH49 34	8	7	1

Limited Option: Marketing				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Marketing: An Introduction	F7BX 34	8	7	1
OR				
Applying Marketing Principles in Travel and Tourism	DK0E 34	8	7	1

Learners must complete 10 SQA credits (80 SCQF points) from the mandatory and limited option sections above (7 mandatory Units plus 1 from each limited option grouping)

Learners must attain a further 2 SQA credits from the list of optional Units

OPTIONS				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Work Placement	HJ4W 34*	8	7	1
Events: Principles and Practice of Sustainable Development	H91G 34	8	7	1
Project Management: An Introduction	F1NH 34	8	7	1
Events: Contemporary Issues and Influences	H91H 35	8	8	1
Managing an Event	H91M 35	16	8	2
Event Legislation: Contracts and Protection	F35T 34	8	7	1
Behavioural Skills for Business	F84L 35	8	8	1
Preparing a Formal Business Plan	H7V5 34	16	7	2
Conferences: An Introduction	H942 34	8	7	1
Food and Beverage Events	H91N 34	8	7	1
Management: Leadership at Work	H1F2 34	8	7	1
Personal Development Planning	DE3R 34	8	7	1
IT in Business: Desktop Publishing	FG67 34	8	7	1
Human Resource Management: Introduction	H1KP 34	8	7	1
Live Performance: Events	F3J4 34	8	7	1
Exhibition Planning and Organisation	F364 34	8	7	1
Research Skills	F60A 34	8	7	1
Creative Industries Infrastructure	DJ21 34	8	7	1
Working in the Creative Industries	DJ3A 34	8	7	1
Music Law 1	DJ2V 34	8	7	1
Music Industry Promotions	DJ2R 34	8	7	1
Music Industry Infrastructure	DJ2M 34	8	7	1
Principles and Practices of Selling	DG6W 34	8	7	1
Digital Marketing: Fundamentals	HG1N 34*	8	7	1
Marketing Planning in Travel and Tourism	DK04 35	8	8	1
Public Relations 1: Functions and Applications	D7M8 34	8	7	1
Public Relations: Strategic Analysis, Planning and Application	HC49 35*	16	8	2
Entrepreneurship in the Creative Industries	DR0T 35	8	8	1
Managing a Sport or Fitness Related Event	FX9Y 35	8	8	1

OPTIONS				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Communication: Using Information Technology and Desktop Publishing	D7LW 34	8	7	1
Management of Human Resources in Hospitality 1	H1VL 34	8	7	1
Creating a Culture of Customer Care	H1F0 34	8	7	1
Public Relations: Principles and Practice	HC2P 34*	8	7	1
Digital Culture: Online Communication	F86P 34	8	7	1

Languages				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Communication in French: Basic Operational Reading and Writing Skills	F2F9 33	8	6	1
Communication in French: Basic Operational Speaking and Listening Skills	F20P 33	8	6	1
Communication in Gaelic: Basic Operational Reading and Writing Skills	F2FA 33	8	6	1
Communication in Gaelic: Basic Operational Speaking and Listening Skills	F20R 33	8	6	1
Communication in German: Basic Operational Reading and Writing Skills	F2FB 33	8	6	1
Communication in German: Basic Operational Speaking and Listening Skills	F20S 33	8	6	1
Communication in Italian: Basic Operational Reading and Writing Skills	F2FC 33	8	6	1
Communication in Italian: Basic Operational Speaking and Listening Skills	F20T 33	8	6	1
Communication in Spanish: Basic Operational Reading and Writing Skills	F2FE 33	8	6	1
Communication in Spanish: Basic Operational Speaking and Listening Skills	F20W 33	8	6	1
Workplace Communication in English	H8T2 33	8	6	1

Learners must complete 12 SQA credits (96 SCQF credit points) in total to achieve the HNC

HND Events Management

Mandatory Units

Learners must complete all mandatory Units

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Events: Graded Unit 1	H91P 34	8	7	1
Organising an Event	H91J 34	16	7	2
Events Industry: An Introduction	H91K 34	16	7	2
Event Legislation: Safety and Licensing	H91L 34	8	7	1
Event Budgeting and Funding	F35S 34	8	7	1
Work Placement	HJ4W 34*	8	7	1
Events Management: Graded Unit 2	H91R 35	16	8	2
Managing an Event	H91M 35	16	8	2
Event Legislation: Contracts and Protection	F35T 34	8	7	1
Behavioural Skills for Business	F84L 35	8	8	1
Marketing Planning in Travel and Tourism	DK04 35	8	8	1
Events: Principles and Practice of Sustainable Development	H91G 34	8	7	1
Events: Contemporary Issues and Influences	H91H 35	8	8	1

Limited Options

Limited Option IT — 1 SQA credit required from this group				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Information Technology: Applications Software 1	D75X 34	8	7	1
OR Using Software Application Packages	D85F 34	8	7	1

Limited Option: Communication 1 SQA required from this group				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Communication: Business Communication	H7TK 34	8	7	1
OR Communication: Practical Skills	H7MB 34	8	7	1
OR Complex Oral Presentation	DH49 34	8	7	1

Limited Option: Marketing 1 SQA credit required from this group				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Marketing: An Introduction	F7BX 34	8	7	1
OR Applying Marketing Principles in Travel and Tourism	DK0E 34	8	7	1

Limited Option — Public Relations Minimum 1 Maximum 2 SQA credits required from this group				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Public Relations 1: Functions and Applications	D7M8 34	8	7	1
Public Relations: Strategic Analysis, Planning and Application	HC49 35*	16	8	2
Public Relations: Principles and Practice	HC2P 34*	8	7	1

Limited Option: Finance 1 SQA credit from this group				
Preparing Financial Forecasts	F84R 35	8	8	1
Managing Financial Resources in Hospitality	DL3A 35	8	8	1

Mandatory plus limited options total 22 or 23 SQA credits (depending on PR option taken). An additional 7 or 8 SQA credits from the options below are required.

Learners must complete a further 7 or 8 credits from the options

OPTION GROUP 1 — minimum 5 maximum 8 SQA credits required from this group				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Entrepreneurship in the Creative Industries	DR0T 35	8	8	1
Principles and Practices of Selling	DG6W 34	8	7	1
Preparing a Formal Business Plan	H7V5 34	16	7	2
Conferences: An Introduction	H942 34	8	7	1
Food and Beverage Events	H91N 34	8	7	1
Project Management: An Introduction	F1NH 34	8	7	1
Managing a Sport or Fitness Related Event	FX9Y 35	8	8	1
Management: Leadership at Work	H1F2 34	8	7	1
Personal Development Planning	DE3R 34	8	7	1
IT Business: Desktop Publishing	FG67 34	8	7	1
Human Resource Management: Introduction	H1KP 34	8	7	1
Live Performance: Events	F3J4 34	8	7	1
Exhibition Planning and Organisation	F364 34	8	7	1
Research Skills	F60A 34	8	7	1
Creative Industries Infrastructure	DJ21 34	8	7	1
Working in the Creative Industries	DJ3A 34	8	7	1
Music Law 1	DJ2V 34	8	7	1
Music Industry Promotions	DJ2R 34	8	7	1
Music Industry Infrastructure	DJ2M 34	8	7	1
Communication: Using Information Technology and Desktop Publishing	D7LW 34	8	7	1
Management of Human Resources in Hospitality 1	H1VL 34	8	7	1
Creating a Culture of Customer Care	H1F0 34	8	7	1
Digital Culture: Online Communication	F86P 34	8	7	1

Option Group 2 — Languages — minimum 0 maximum 2 SQA credits from this group				
Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Communication in French: Basic Operational Reading and Writing Skills	F2F9 33	8	6	1
Communication in French: Basic Operational Speaking and Listening Skills	F20P 33	8	6	1
Communication in Gaelic: Basic Operational Reading and Writing Skills	F2FA 33	8	6	1
Communication in Gaelic: Basic Operational Speaking and Listening Skills	F20R 33	8	6	1
Communication in German: Basic Operational Reading and Writing Skills	F2FB 33	8	6	1
Communication in German: Basic Operational Speaking and Listening Skills	F20S 33	8	6	1
Communication in Italian: Basic Operational Reading and Writing Skills	F2FC 33	8	6	1
Communication in Italian: Basic Operational Speaking and Listening Skills	F20T 33	8	6	1
Communication in Spanish: Basic Operational Reading and Writing Skills	F2FE 33	8	6	1
Communication in Spanish: Basic Operational Speaking and Listening Skills	F20W 33	8	6	1
Workplace Communication in English	H82T 33	8	6	1

It is recommended that learners choose one language Unit, although this is not essential.

Learners must complete 30 SQA credits (240 SCQF credit points) in total to achieve the HND

3 Aims of the qualifications

The principal aim of the qualifications is to allow the learners to gain a full introduction and understanding of the events sector. It will allow them to enter employment or articulate into a university course.

3.1 General aims of the qualifications

All HNC/HNDs have a range of broad aims that are generally applicable to all equivalent HE qualifications. The general aims are to:

- 1 develop learner's knowledge and skills in planning and analysis.
- 2 develop problem solving skills.
- 3 develop study and research skills.
- 4 develop critical and evaluative thinking.
- 5 develop communication skills and presentation techniques.
- 6 develop IT skills.
- 7 develop personal effectiveness.
- 8 learn good practice from professionals at work.
- 9 enable progression within the SCQF and allow progression to higher levels of education.
- 10 meet the needs of the relevant industries.
- 11 provide opportunities for career planning.
- 12 develop the ability to be flexible and to work co-operatively with others.
- 13 develop employment skills and enhance learner's employment opportunities.
- 14 enhance the learner's speed of progression within an organisation.

3.2 Specific aims of the qualifications

The specific aims of the HNC are to:

- 15 prepare for employment in the events industry in a supervisory level post.
- 16 gain an understanding of the role and application of the skills required in the events industry.
- 17 develop the learner's knowledge and skills in the main occupational areas of the events industry.
- 18 provide options which permit an element of vocational specialism in related areas to the events industry.
- 19 develop key transferable skills, which are relevant to the events industry.
- 20 enable progression to study the HND Events Management.
- 21 enable progression to study a Degree.

and additionally for the HND to:

- 22 develop a wider range of competences and expanded knowledge which a learner can achieve, by offering significant optional Units relating to events management.
- 23 enhance the likely entry point to an events organisation.
- 24 gain entry to degree level courses.
- 25 enable learners to enhance their understanding of the events industry from a managerial perspective.
- 26 develop key transferable skills enabling learners to investigate issues and problems relating to events management.

3.3 Graded Units

Individual Units contain advice regarding the Knowledge and/or Skills that a learner may require to benefit from that Unit. This may influence the centre regarding the order of delivery of Units and the timing of the Graded Units. These Units test the integration and retention of knowledge and skills from across individual mandatory Units. It is recommended that the delivery of the Graded Units take place after some or most of the supporting Units have been completed. Centres will manage this at their discretion.

Graded Unit 1 – Project — case study (single credit)

Graded Unit 2 – Project — investigation (double credit)

4 Recommended entry to the qualifications

Entry to this qualification is at the discretion of the centre. The following information on prior knowledge, skills, experience or qualifications that provide suitable preparation for this qualification has been provided by the Qualification Design Team as guidance only.

It is anticipated that the awards will be delivered through a full-time or part-time course of study. Some learners may come from school while others may be returnees or adults who wish a change of career.

Learners would benefit from having attained the skills, knowledge and understanding required by one or more of the following or equivalent qualifications and/or experience:

- ◆ a minimum of one SQA Higher (SCQF level 6) pass at grade C
- ◆ an existing HNC award
- ◆ appropriate National Certificates at SCQF level 5 or 6
- ◆ appropriate groupings of National Units
- ◆ an SVQ at level 2 or 3 in a relevant area
- ◆ different combinations of relevant National Qualifications, Vocational Qualifications and equivalent qualifications from other awarding bodies may also be acceptable
- ◆ relevant work experience
- ◆ equivalent overseas qualifications which are relevant to the award
- ◆ IELTS score of 5.5 (additional support may be provided, in addition the Workplace Communication in English Unit could be chosen by the learner)

4.1 Core Skills entry profile

The Core Skill entry profile provides a summary of the associated assessment activities that exemplify why a particular level has been recommended for this qualification. The information should be used to identify if additional learning support needs to be put in place for learners whose Core Skills profile is below the recommended entry level or whether learners should be encouraged to do an alternative level or learning programme.

Core Skill	Recommended SCQF entry profile	Associated assessment activities
Communication	4	Report writing
Numeracy	4	Developing graphs
Information and Communication Technology (ICT)	4	Creation of website, use of blog, wiki, use of Microsoft applications
Problem Solving	4	Planning, organising and evaluating an event
Working with Others	4	Planning, organising and evaluating an event

5 Additional benefits of the qualification in meeting employer needs

This qualification was designed to meet a specific purpose and what follows are details on how that purpose has been met through mapping of the Units to the aims of the qualification. Through meeting the aims, additional value has been achieved by linking the Unit standards with those defined in National Occupational Standards and/or trade/professional body requirements. In addition, significant opportunities exist for learners to develop the more generic skills, known as Core Skills through doing this qualification.

5.1 Mapping of qualification aims to Units

Unit title	Aims of the qualification — Aim number reference																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Events: Graded Unit 1	x	x	x	x	x	x	x		x	x		x	x	x		x		x	x	x						
Organising an Event	x	x	x	x	x		x	x	x	x		x	X													
Events Industry: An Introduction			x	x				x	x	x	x	x	x	x												
Event Legislation: Safety and Licensing	x	x	x	x				x		X					x				x							
Communication: Business Communication	x		x	x	X								x		x											
Event Budgeting and Funding		X	x	x						x		x		x	x	x		x								
Work Experience		x		x			x	x			x		x	x	x	x	x	x				x	x			
Events: Principles and Practice of Sustainable Developments		x	x					x		x					x				x							x
Information Technology: Applications Software 1		x		x	x	X			x	x			x			x		x								

Unit title	Aims of the qualification — Aim number reference																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Using Software Application Packages		x		x	x	X			x	x			x			x		x									
Marketing: Planning in Travel and tourism			x	x					x	x			x		x	x											
Events Management: Graded Unit 2	x	x	x	x	x		x		x	x		x	x	x	x	x		x			x	x	x	x	x	x	
Managing an Event	x	x	x	x	x		x	x	x	x		x	x	x	x	x	x	x			x	x	x	x	x	x	
Event Legislation: Contracts and Protection			x					x		x					x				x								
Events: Contemporary Issues and Influences			x	x				x		x	x										x				x	x	x
Managing Financial Resources in Hospitality	x	x	x	x					x				x		x	x					x						
Behavioural Skills for Business		x	x	x	x		x		x				x		x	x					x				x	x	

Unit title	Aims of the qualification — Aim number reference																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Preparing a Formal Business Plan	x	x	x	x	x		x			x					x							x					
Conferences: An Introduction			x	x				x		x		x	x	x	x			x				x	x	X			
Food and Beverage Events			x	X				x		x		x	x	x	x			x				x	x	x			
Marketing Planning in Travel and Tourism		x	x	x	x					x			x	x	x	x		x				x	x	x	X		
Principles and Practices of Selling			x		x	x			x	x		x	x	x	x			x				x	x	x			
Live Performance: Events			x		x			x		x		x	x	x	x			x				x					
Exhibition Planning and Organisation			x		x			x		x		x	x	x	x			x				x					

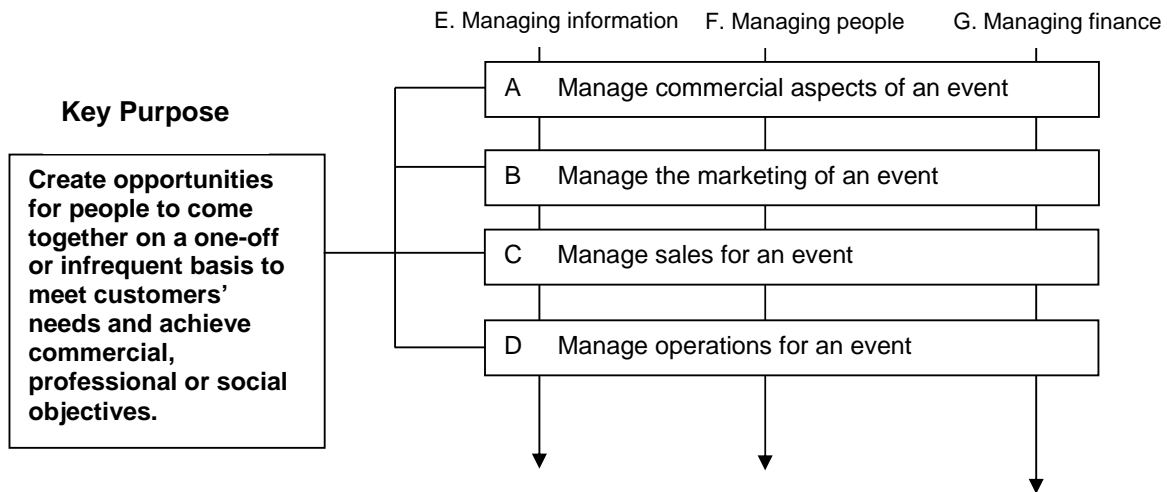
5.2 Mapping to National Occupational Standards

The attached mapping was based on the National Occupational Standards for Events.

Functional Map of Events Sector: April 2008

Key Purpose: 'Create opportunities for people to come together on a one-off or infrequent basis to meet customers' needs and achieve commercial, professional or social objectives.'

What needs to happen to achieve the Key Purpose?



Key Role A: Manage the commercial aspects of an event	
National occupational standards	Source and Notes
A1 Develop and agree the concept for an event	Level 4 Unit on first stage planning, developed within the project
A2 Research and agree the scope of an event	Level 4 Unit on second stage planning, developed within the project
A3 Develop and agree a business plan for an event	Level 4 Unit on detailed business planning, developed within the project
A4 Manage risk	Level 4 Unit on generic risk management appears as B10 in MSC Management suite
A5 Ensure compliance with legal, regulatory, ethical and social requirements	Level 4 Unit on managing in a responsible manner Appears as B8 in the MSC Management suite
A6 Identify, negotiate and secure a venue for an event	Level 4 Unit on securing venue for event Developed within the project
A7 Identify and negotiate contracts for an event	Level 4 Unit on selecting and negotiating with contractors for a range of goods and services Developed within the project

Key Role B: Manage the marketing of an event	
National occupational standards	Source and Notes
B1 Build your organisation's understanding of its market and customers	Level 4 Unit on market research from a Management angle Appears as F9 in MSC Management suite
B2 Develop marketing strategies and plans for products/services	Level 4 Unit on marketing as appropriate to events Appears in the MSSSB suite as 3.1.1
B3 Co-ordinate communications functions and the dissemination of the organisation's communications	Level 4 covering the development of internal and external communications strategies appears in the MSSSB suite of NOS as 4.4.4
B4 Develop and implement proactive and reactive PR strategies and tactics	Level 4 public relations Unit Appears in the MSSSB suite as 4.4.8
B5 Implement marketing strategies and plans for products/services	Level 3 Unit on implementing marketing plans. Appears in MSSSB suite as 6.1.2

Key Role C: Manage sales for an event	
National occupational standards	Source and Notes
C1 Obtain sponsorship/revenue for an event	Level 4 Unit on developing sponsorship or partnership arrangements Developed within project
C2 Plan your selling activities	Level 4 Unit on sales as appropriate to events Appears in the MSSSB suite as Unit 5
C3 Plan and monitor the work of sales teams	Level 4 Unit Appears in the MSSSB suite as Unit 9
C4 Sell products/services to customers	Level 3 Unit Appears in the MSSSB suite as Unit 16
C5 Negotiate sales of products/services	Level 3 Unit Appears in the MSSSB suite as Unit 17

Key Role D: Manage operations for an event	
National occupational standards	Source and Notes
D1 Plan and implement a critical path for an event	Level 4 Unit on first stage operational planning for an event Developed within the project
D2 Develop and implement policies and procedures for an event	Level 4 Unit on events policies and procedures Developed within the project
D3 Develop detailed plans for an event	Level 3 Unit covering use of space, event programmes, etc Developed within project
D4 Develop and implement operational plans for your area of responsibility	Level 4 Management Unit on operational planning and implementation Appears as B1 in the MSC Management suite
D5 Manage contracts for an event	Level 4 Unit on managing contractors during the operational phase Developed within project
D6 Plan for the health, safety and security of people attending a spectator event	Level 4 event Safety Unit Appears as C216 in the SkillsActive suite of Spectator Safety NOS
D7 Manage physical resources	Level 4 Unit on managing, eg equipment, materials, facilities, etc Appears as E8 in the MSC Management suite
D8 Oversee health, safety and security at events' sites	Level 3 Unit on the health and safety of the site and the site team Developed as part of the project

Key Role D: Manage operations for an event (cont)	
National occupational standards	Source and Notes
D9 Manage the set-up and breakdown of an event	Level 3 Unit covering operational aspects of set-up and take down Developed within project
D10 Manage the running of an event	Level 4 Unit on operational management during the event Developed within project
D11 Ensure the health, safety and security of people during a spectator event	Level 4 Unit on spectator/customer safety appears in the SkillsActive suite as C217
D12 Evaluate and report on the success of an event	Level 3/4 Unit on evaluation Developed within project

Key Role E: Managing information	
National occupational standards	Source and Notes
E1 Communicate information and knowledge	Level 4 Communications Unit Appears in the MSC Management suite as E11
E2 Research, analyse and report information	Level 3 research Unit Appears in the Council for Administration suite of NOS as 310
E3 Manage information systems	Level 4 information Unit Appears in the Council for Administration suite of NOS as 410
E4 Lead meetings	Level 4 Unit Appears in the MSC Management suite as D11

Key Role F: Managing people	
National occupational standards	Source and Notes
F1 Develop productive working relationships with colleagues and stakeholders	Level 3/4 Unit on effective working relationships Appears as D2 in the MSC Management suite
F2 Manage the achievement of customer satisfaction	Level 3/4 customer service Unit Appears in the MSC Management suite as F11
F3 Recruit, select and keep colleagues	Level 3/4 recruitment, selection and retention Unit Appears in the MSC Management suite as D3
F4 Provide leadership in your area of responsibility	Level 3/4 leadership Unit Appears in the MSC Management suite as B6
F5 Build and manage teams	Level 4 team building Unit Appears as D9 in the MSC Management suite
F6 Provide learning opportunities for colleagues	Level 3/4 training and development Unit from a management angle Appears in the MSC Management suite as D7
F7 Allocate and monitor the progress and quality of work in your area of responsibility	Level 4 performance management Unit Appears in the MSC Management suite as D6
F8 Monitor and solve customer service problems	Level 3 customer care Unit Appears in MSC Management suite as F6

Key Role G: Managing finance	
National occupational standards	Source and Notes
G1 Manage a budget	Level 3 financial management Unit. Appears as E1 in the MSC Management suite
G2 Manage finance for your area of responsibility	Level 4 financial management Unit. Appears as E2 in the MSC Management suite

Unit Name and Reference Number							
NOS Number	Events: Graded Unit 1	Organising an Event	Events Industry: An Introduction	Events Legislation: Safety and Licensing	Communication: Business Communication	Event Budgeting and Funding	Work Experience
A1							
A2							
A3							
A4	X						
A5	X			X			
A6							
A7							
B1	X						
B2	X						
B3	X						
B4	X						
B5	X						
C1						X	
C2	X						
C3							
C4							
C5							
D1		X					
D2		X			X		
D3		X					
D4							X
D5							
D6	X	X		X			
D7							
D8				X			
D9							
D10							
D11				X			
D12	X						
E1			X		X		X
E2			X		X		
E3							
E4					X		
F1		X					
F2	X	X					
F3							
F4							
F5							
F6							
F7							X
F8		X					
G1		X				X	
G2		X				X	

Unit Name and Reference Number						
NOS Number	Information Technology: Application Systems	Using Software Application Packages	Marketing: Planning in Travel and Tourism	HND Event: Management Graded Unit 2	Managing an Event	Event Legislation: Contracts and Protection
A1					X	
A2					X	
A3					X	
A4					X	
A5					X	
A6					X	
A7					X	
B1			X			
B2			X			
B3			X			
B4					X	
B5					X	
C1					X	
C2					X	
C3					X	
C4					X	
C5					X	
D1					X	
D2					X	
D3					X	
D4					X	
D5					X	
D6					X	X
D7					X	
D8					X	
D9					X	
D10					X	
D11					X	
D12					X	
E1	X	X			X	X
E2	X	X			X	X
E3	X	X				
E4						
F1					X	
F2					X	
F3						
F4					X	
F5					X	
F6						
F7						
F8						
G1					X	
G2					X	

Unit Name and Reference Number						
NOS Number	Preparing Financial Forecasts	Managing Financial Resources in Hospitality	Behavioural Skills for Business	Preparing a Formal Business Plan	Conferences: An Introduction	Food and Beverage Events
A1						
A2						
A3				X		
A4						
A5						
A6						
A7						
B1						
B2						
B3						
B4						
B5						
C1						
C2						
C3						
C4						
C5						
D1				X		X
D2						
D3						X
D4						
D5						
D6						X
D7						X
D8						X
D9						X
D10						X
D11						
D12						
E1				X	X	
E2					X	
E3						
E4			X			
F1			X			
F2						
F3			X			
F4			X			
F5			X			
F6						
F7						
F8						
G1		X				
G2	X	X				

Unit Name and Reference Number						
NOS Number	Events: Principles and Practice of Sustainable Development	Principles and Practices of Selling	Live Performance: Events	Exhibition Planning and Organisation	Public Relations 1: Functions and Applications	Public Relations 2: Planning and Implementing Public Relations Campaigns
A1						
A2						
A3						
A4						
A5	x					
A6						
A7						
B1					X	
B2						
B3					X	
B4					X	X
B5						
C1						
C2		X				
C3						
C4		X				
C5	x	X				
D1			X			
D2	x					
D3			X			
D4						
D5						
D6			X			
D7			X			
D8			X			
D9			X			
D10			X			
D11						
D12						
E1	x			X		
E2				X		
E3						
E4						
F1						
F2						
F3						
F4						
F5						
F6						
F7						
F8						
G1						
G2						

Unit Name and Reference Number						
NOS Number	Events: Contemporary Issues and Influences	Personal Development Planning	Digital Culture; On line communication	Human Resource Management: An Introduction	Creating a Culture of Customer Care	Public Relations: Principles and Practice
A1						
A2					X	
A3						
A4						
A5	x					
A6						
A7	x					
B1						X
B2						
B3						X
B4						X
B5						
C1						
C2						
C3						
C4						
C5						
D1		X				
D2					X	
D3		X				
D4						
D5						
D6						
D7	x					
D8						
D9						
D10						
D11						
D12						
E1	x				X	
E2						
E3						
E4						
F1						
F2		X			X	
F3	x			X		
F4				X		
F5				X		
F6						
F7		X				
F8		X			X	
G1						
G2						

5.3 Mapping of Core Skills development opportunities across the qualifications

Unit title	Communication		Numeracy		ICT		Problem Solving			Working with Others	
	Written	Oral	Using Number	Using Graphical Information	Accessing Information	Providing/Creating Information	Critical Thinking	Planning and Organising	Reviewing and Evaluating	Working Co-operatively with Others	Reviewing Co-operative Contribution
Events: Graded Unit 1	S				S	S	S	S	S		
Organising an Event	S						E*	E*	E*	S	S
Events Industry: An Introduction	S				S	S	S	S	S		
Event Legislation: Safety and Licensing							S				
Event Budgeting and Funding	S		E*								
Work Experience	S	S	S	S	S	S	E	E	E	S	S
Events Management: Graded Unit 2	S				S	S	S	S	S		
Managing an Event	S						E*	E*	E*	S	S
Event Legislation: Contracts and Protection							S				
Behavioural Skills for Business	S	S					S	S	S		
Managing Financial Resources in Hospitality			S	S			S				
Marketing Planning in Travel and Tourism											
Events: Principles and Practice of Sustainable Developments							E*		E*		

Unit title	Communication		Numeracy		ICT		Problem Solving			Working with Others	
	Written	Oral	Using Number	Using Graphical Information	Accessing Information	Providing/Creating Information	Critical Thinking	Planning and Organising	Reviewing and Evaluating	Working Co-operatively with Others	Reviewing Co-operative Contribution
Events: Contemporary Issues	S	S					S	S	S	S	S
Information Technology: Applications Software 1					E	E					
Using Software Application Packages					E	E					
Communication: Business Communication	E	E									
Communication: Practical Skills	E	E									
Complex Oral Presentation		E								E	E
Applying Marketing Principles in Travel and Tourism	S				S	S	S				
Preparing Financial Forecasts			S				S				
Conferences: An Introduction							S				
Food and Beverage Events							S	S	S		
Live Performance: Events	S										
Exhibition Planning and Organisation	S						S				

*E means subject to Core Skills Audit.

5.4 Assessment Strategy for the qualifications

Unit	Assessment			
	Outcome 1	Outcome 2	Outcome 3	Outcome 4
Events: Graded Unit 1	Project			
Organising an Event	Open-book — Report	Open-book — Portfolio	Diary — log book, Assessment Checklist	Evaluation Report
Events Industry: An Introduction	Open-book, extended response	Open-book, Case Study	Open-book, Case Study	–
Event Legislation: Safety and Licensing	Open-book, multiple-choice	Open-book, multiple-choice	–	–
Event Budgeting and Funding	Open-book, extended response	Open-book, extended response	Practical Assignment	Open-book, extended response
Work Experience	Open-book — Portfolio	Open-book — portfolio	Open-book — Portfolio	–
Events Management: Graded Unit 2	Project			
Managing an Event	Open-book — Report	Open-book, portfolio	Diary — log book, Assessment Checklist	Evaluation Report
Event Legislation: Contracts and Protection	Open-book, Case Study	Open-book, Case Study	Open-book, Case Study	Open-book, Case Study
Behavioural Skills for Business	Open-book, Case Study	Open-book, Case Study	Open-book, Case Study	–
Marketing Planning in Travel and Tourism	Open-book, Report	Open-book, Case Study	Open-book, Case Study	–
Events: Principles and Practice of Sustainable Developments	Open-book, Case Study	Open-book, Case Study	Open-book, Practical Assignment	–
Events: Contemporary Issues and Influences	Open-book, Report	Open-book, Case Study	Open-book, Presentation	–
Conferences: An Introduction	Open-book, multiple-choice or extended response	Open-book, Case Study	–	–
Food and Beverage Events	Open-book — Portfolio	Open-book, Portfolio	Open-book, Portfolio	–
Live Performance Events	Open-book, extended response/investigative project	Open-book, extended response/investigative project	–	–

6 Guidance on approaches to delivery and assessment

The HNC Events and HND Events Management are designed for learners who want to enter into positions in the events industry at an operational, supervisory or managerial level. The awards place a heavy focus on developing learners' practical skills and their ability to apply their knowledge to the relevant environment. The awards have been developed to ensure that there is a balance of both theoretical and practical Units within the frameworks. The theory will underpin the knowledge required to cope with the practical elements.

The application of practical, managerial and theoretical skills underpins the philosophy of the awards and is central to their delivery.

It is recommended that all Units should be delivered in the context of the awards. Learners should be given the opportunity to apply knowledge gained in realistic and practical settings.

The awards also aim to prepare learners for progression to a range of programmes of study either in higher education or workplace qualifications including SVQ routes. The awards are designed to facilitate articulation routes to a number of universities.

6.1 Sequencing/integration of Units

Possible Block pattern delivery for HNC/HND Events

Unit title	Block No
Events Industry: An Introduction	Block 1 and 2
Event Budgeting and Funding	Block 1
Work Experience	Block 1 and 3
Using Software Application Packages	Block 1
Communication: Business Communication	Block 2
Organising an Event	Block 2 and 3
Marketing: An Introduction	Block 2
Conferences: An Introduction	Block 2
Digital Culture: Online Communication	Block 2
Live Performance: Events	Block 3
Events: Principles and Practice of Sustainable Developments	Block 3
Principles and Practices of Selling	Block 3
Events: Graded Unit 1	Block 3
Managing an Event	Block 1 and 2
Behavioural Skills for Business	Block 1
Public Relations 1: Functions and Applications	Block 1
Food and Beverage Events	Block 1
Event Legislation: Contracts and Protection	Block 2
Management of Human Resources in Hospitality 1	Block 2
Marketing Planning in Travel and Tourism	Block 2
Entrepreneurship in the Creative Industries	Block 2
Creating a Culture of Customer Care	Block 3
Managing Financial Resources in Hospitality	Block 3
Exhibition Planning and Organisation	Block 3
Events: Contemporary Issues and Influences	Block 3
Events: Graded Unit 2	Block 2 and 3

6.2 Recognition of Prior Learning

SQA recognises that learners gain knowledge and skills acquired through formal, non-formal and informal learning contexts.

In some instances, a full Group Award may be achieved through the recognition of prior learning. However, it is unlikely that a learner would have the appropriate prior learning and experience to meet all the requirements of a full Group Award.

The recognition of prior learning may **not** be used as a method of assessing in the following types of Units and assessments:

- ◆ HN Graded Units
- ◆ Course and/or external assessments
- ◆ Other integrative assessment Units (which may or not be graded)
- ◆ Certain types of assessment instruments where the standard may be compromised by not using the same assessment method outlined in the Unit
- ◆ Where there is an existing requirement for a licence to practice
- ◆ Where there are specific health and safety requirements
- ◆ Where there are regulatory, professional or other statutory requirements
- ◆ Where otherwise specified in an Assessment Strategy

More information and guidance on the *Recognition of Prior Learning* (RPL) may be found on our website www.sqa.org.uk.

The following sub-sections outline how existing SQA Unit(s) may contribute to this Group Award. Additionally, they also outline how this Group Award may be recognised for professional and articulation purposes.

6.2.1 Articulation and/or progression

University Articulation Opportunities

The HNC/HND allows for articulation to several universities within Scotland, including the following:

Edinburgh Napier University — BA Events and Festival Management, BA Events Management

Robert Gordon University — BA Events Management

Queen Margaret University — BA Events Management

University of the West of Scotland — BA Events Management

Glasgow Caledonian University — International Events Management

Several colleges have arrangements with their local university for Associate Student Places, which supports the transition from college to university.

6.2.2 Transitional Arrangements

It is recommended that learners complete the programme they set out on. For learners who have partially completed and return to complete in future years, centres are advised to apply the credit transfer guidance in the following section. As there are new mandatory Units in the revised HNC/D these would have to be completed by returning learners in order to qualify for certification.

Old Unit	Unit code	New Unit	Unit code	Credit transfer conditions
Events Applications	F35R 34	Organising an Event	H91J 34	Full transfer
Events Industry: An Introduction	F35W 34	Events Industry: An Introduction	H91K 34	Full transfer
Event Legislation: Safety and Licensing	F35V 34	Event Legislation: Safety and Licensing	H91L 34	Full transfer
Managing an Event	F35Y 35	Managing an Event	H91M 35	Full transfer
Food and Beverage Events	F35X 34	Food and Beverage Events	H91N 34	Full transfer
Conferences: An Introduction	F365 34	Conferences: An Introduction	H942 34	Full transfer

6.3 Opportunities for e-assessment

By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres that wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. SQA Academy has resources which can be used for the delivery of the Unit. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

6.4 Support materials

A list of existing ASPs (Assessment Support Packs) for Units in the framework is available to view on SQA's website.

6.5 Resource requirements

No specialist resources are required to deliver the award.

7 General information for centres

Equality and inclusion

The Unit specifications making up this Group Award have been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners will be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Internal and external verification

All assessments used within this/these qualification(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in *SQA's Guide to Assessment* (www.sqa.org.uk/GuideToAssessment).

8 Glossary of terms

Embedded Core Skills: is where the assessment evidence for the Unit also includes full evidence for complete Core Skill or Core Skill components. A learner successfully completing the Unit will be automatically certificated for the Core Skill. (This depends on the Unit having been successfully audited and validated for Core Skills certification.)

Finish date: The end of a Group Award's lapsing period is known as the finish date. After the finish date, the Group Award will no longer be live and the following applies:

- ◆ learners may not be entered for the Group Award
- ◆ the Group Award will continue to exist only as an archive record on the Awards Processing System (APS)

Graded Unit: Graded Units assess learners' ability to integrate what they have learned while working towards the Units of the Group Award. Their purpose is to add value to the Group Award, making it more than the sum of its parts, and to encourage learners to retain and adapt their skills and knowledge.

Lapsing date: When a Group Award is entered into its lapsing period, the following will apply:

- ◆ the Group Award will be deleted from the relevant catalogue
- ◆ the Group Award specification will remain until the qualification reaches its finish date at which point it will be removed from SQA's website and archived
- ◆ no new centres may be approved to offer the Group Award
- ◆ centres should only enter learners whom they expect to complete the Group Award during the defined lapsing period

SQA credit value: The credit value allocated to a Unit gives an indication of the contribution the Unit makes to an SQA Group Award. An SQA credit value of 1 given to an SQA Unit represents approximately 40 hours of programmed learning, teaching and assessment.

SCQF: The Scottish Credit and Qualification Framework (SCQF) provides the national common framework for describing all relevant programmes of learning and qualifications in Scotland. SCQF terminology is used throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at www.scqf.org.uk.

SCQF credit points: SCQF credit points provide a means of describing and comparing the amount of learning that is required to complete a qualification at a given level of the Framework. One National Unit credit is equivalent to 6 SCQF credit points. One National Unit credit at Advanced Higher and one Higher National Unit credit (irrespective of level) is equivalent to 8 SCQF credit points.

SCQF levels: The level a qualification is assigned within the framework is an indication of how hard it is to achieve. The SCQF covers 12 levels of learning. HNCs and HNDs are available at SCQF levels 7 and 8 respectively. Higher National Units will normally be at levels 6–9 and Graded Units will be at level 7 and 8. National Qualification Group Awards are available at SCQF levels 2–6 and will normally be made up of National Units which are available from SCQF levels 2–7.

Subject Unit: Subject Units contain vocational/subject content and are designed to test a specific set of knowledge and skills.

Signposted Core Skills: refers to opportunities to develop Core Skills that arise in learning and teaching but are not automatically certificated.

History of changes

It is anticipated that changes will take place during the life of the qualification and this section will record these changes. This document is the latest version and incorporates the changes summarised below. Centres are advised to check SQA's APS Navigator to confirm they are using the up to date qualification structure.

NOTE: Where a Unit is revised by another Unit:

- ◆ No new centres may be approved to offer the Unit which has been revised.
- ◆ Centres should only enter learners for the Unit which has been revised where they are expected to complete the Unit before its finish date.

Version Number	Description	Date
05	Additional Unit: HG1N 34 Digital Marketing: Fundamentals has been added to the HNC Framework only.	08/03/18
04	Revision of Unit: DV0M 34 Work Experience has been replaced in both HNC and HND framework by HJ4W 34 Work Placement and will finish 31/07/2019.	29/03/2017
03	Revision of Unit: D7XY 35 Public Relations 2: Planning and Implementing Public Relations Campaigns has been replaced in both HNC and HND frameworks by HC49 35 Public Relations: Strategic Analysis, Planning and Application and will finish 31/07/2020.	30/01/2017
02	Revision of Unit: FK8N 34 Public Relations: Principles and Practice has been replaced by HC2P 34 Public Relations: Principles and Practice. Old Unit finishes 31/07/2018	14/03/16

Acknowledgement

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of this qualification.

9 General information for learners

This section will help you decide whether this is the qualification for you by explaining what the qualification is about, what you should know or be able to do before you start, what you will need to do during the qualification and opportunities for further learning and employment.

The HNC Events and HND Events Management are awards that will prepare you for a variety of levels of employment within the industry.

The HNC/HND awards, will support you towards a career within the industry as well as progression to a course in Higher Education. The industry has high expectations of its employees demanding good oral and written communication skills, smart appearance, highly developed social skills including good manners, a high degree of commitment to the organisation and an ability to work productively both individually and co-operatively as a member of a team.

Higher National qualifications provide practical skills and theoretical knowledge that meet the needs of employers. The HNC in Events (SCQF level 7) develops knowledge in areas including events planning, legislation, marketing, budgeting and funding.

The HND in Events Management (SCQF level 8) builds on the knowledge and skills of the HNC and also enhances skills in events planning, examining contemporary issues in the industry, sustainability principles and practice, management, budgeting and funding, legislation, public relations, marketing and communication.

The options available in both qualifications allow you to specialise in particular areas of the industry, for example live performance events, sports events, conferences and exhibitions.

Examples of employment destinations of previous learners with the HNC/HND include:

Events Manager, major hotel chain
Wedding Planner, Specialist wedding planner company
Event Manager, large hospitals
Event Organiser/Manager, specialist events company
Events Manager/Coordinator/Assistant, large charity
Event Organiser, large city centre exhibition centre
Event Co-ordinator, Corporate Hospitality
Value Relationship Manager, large hotel chain
PR and Marketing assistant, PR company
Conference and Banqueting Assistant, Edinburgh First
Event Co-ordinator, Scottish Government
Event Co-ordinator, large contract caterer
Group and Events Co-ordinator, large hotel chain
Events Fundraising Assistant, large charity
Special Event Co-ordinator and Promotions Manager, Specialist party and events company, New York

The programmes are demanding, however experience in delivering the awards has shown that learners who enter their chosen award with at least the minimum entry qualifications and who show commitment by attending classes regularly and completing the work demanded on time, do successfully achieve their award.

The language used in the learning and teaching within these awards is English and therefore learners wishing to pursue this course of study should have English language skills at an appropriate level. ESOL programmes may be available for you if you require pre-access learning in English language. The level for entry is an International English Language Test score of 5.5

Assessment

All Units will be assessed individually, using a variety of assessment styles. Some will be class based, some home based. Some may be open-book assessments and others will be closed-book assessments. Integration of assessments between Units will take place where appropriate, which will lessen the assessment burden.

The Graded Units will be delivered and assessed towards the end of year one and year two. These Units will be using the knowledge and understanding gained from all the other Units and will get you to apply this knowledge. Graded Unit 1 is a case study and Graded Unit 2 is an investigation. They are marked and graded A, B or C.