

	Semester 1				Semester 2			
Year 1	Study Skills for Business	Service Excellence	Introduction to Events	Qatari History and Culture	Events Design and Planning	Marketing and Communications	Financial and Organisational Management	Academic Writing and Literacy
English								
Year 2	Business Environment	Organisations and Sustainable Practices	Sports & Cultural Events	Consumer Experience in Events	Events and Media	Running Events: weddings, concerts, and festivals		
Year 3	Finance Management	Research Methods	MICE	Creative Innovations	Venue and Crowd Management	HR & Leadership		
Year 4	Strategic Business Management	Digitalisation and Brand Management	Dissertation		Internship	Dissertation		

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AL RAYYAN
INTERNATIONAL
UNIVERSITY COLLEGE
كلية الريان
الجامعية الدولية



Admission Requirements

a) An application file:

To enter the Bachelor's Programme from a high school applicants must have completed Year 12 with a minimum 70% average grade. Entry with 60% may be possible following advice from the admissions office. Graduates of private schools in Qatar and high schools abroad must submit a fully legalized secondary school certificate (s) (High School, IB or Baccalaureate) and an "Equivalence Certificate" from the Ministry of Education and Higher Education in Qatar. Associate Degrees, College Diplomas, other BA and MA Degrees might also qualify as entrance into this programme.

B) English Language Requirements:

Year 1: IELTS 5.0 (Overall Band Score) with 4.5 each for the individual skills (Reading, Writing, Listening, Speaking) Year 2 and above: IELTS 6.0 (Overall Band Score) with 5.5 (or equivalent) each for the individual skills (Reading, Writing, Listening, Speaking).

Alternatively, we may be able to accept one of the following:

- Successfully pass the ARIU English Language Test. or
- English Waiver: applicants can submit a high school certified letter stating that they have been studying in English as the primary medium of instruction, for the past three (3) years.

Intakes

You can enrol two times per year - in February and in September.

Tuition fees

Actual tuition fees are published on <http://www.ariu.edu.qa>
Please note that the tuition fees may be subject to change.

Meet Us

Do you want to have a clear picture of the study programme you have in mind? Visit us in our open days and experience our education first hand by meeting our lecturers and fellow students.

The right choice?

Do you still have doubts about the study of your choice? Have a look at our other programmes in International Tourism Management and International Hospitality Management. For more information visit: www.ariu.edu.qa

Contact information and address

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**YOUR FUTURE
BEGINS HERE**
BA in Event Management

Unlocking Possibilities & Shaping Futures

The Event Management programme goes beyond traditional boundaries, offering you a passport to a world of endless opportunities. With the chance to explore the globe, learn from industry professionals, and gain hands-on experience, this journey is more than just an education – it's a transformative experience. We challenge our students, faculty, and partners to unearth and cultivate their talents, fostering a path that extends beyond their professional realms and immediate surroundings.

Our collaborative approach empowers students, lecturers, and researchers to work together on real-world projects, exchanging innovative ideas in a practical setting. Stay at the forefront of the ever-evolving landscape of the event management industry, both nationally and internationally, with courses that integrate the latest trends and developments. The future demands dynamic professionals capable of turning knowledge into inventive solutions, possessing the vision and courage to look beyond their immediate fields. In a world that's rapidly changing, our programme is where the unimaginable becomes possible.

Designing an Eventful Future

Our BA Event Management programme is meticulously designed to equip you with the essential management and operational skills essential for thriving in the ever-evolving global events industry. Encompassing a rich blend of business management, entrepreneurship, and sustainability, this programme ensures you graduate as a contemporary, versatile, and innovative thinker, unafraid to challenge conventions and drive transformative change. While the programme content is globally focused, we've intricately woven in a local context, specifically addressing the unique landscape of Qatar and the GCC region. This strategic approach considers the rapid development of the events industry in this dynamic part of the world.

Personal Academic tutoring

Your personal academic tutor will work with you to help get the most out of your time at university. Having someone to talk to about your academic progress, your university experience, and your professional aspirations is hugely valuable. We want you to feel challenged in your studies, but confident to achieve your academic and professional goals.

A Transformative Learning Journey

Our BA Event Management programme is an immersive journey that hones a comprehensive set of contemporary skills crucial for excelling in today's dynamic events landscape. Prepare to tackle real-world challenges, adapt to evolving environments, and craft exceptional experiences with a sustainability mindset. From project planning and management to evaluation, you'll be immersed in practical training that brings theory to life.

Dive into intriguing and emerging topics such as sustainable event management, the intersection of technology in events (e-event management), and explore niche sectors like culinary, nature-based, or adventure events. Our curriculum isn't just about theory – we're here to teach you how to research, analyze data, launch a new event venture, handle finances, and lead teams.

Graduating with a diverse skill set, a proactive 'can-do' attitude, and the confidence to make a lasting impact in the event industry, you'll undergo a transformative learning experience. Through a mix of expert-led lectures, engaging seminars and tutorials, hands-on projects, in-depth case studies, independent research, industry days, conferences, and international field trips, our programme takes you beyond the traditional classroom setting.

But that's not all – we believe in learning by doing. Our programme places a strong emphasis on practical training, offering opportunities for placements, internships, and networking. Gain firsthand experience, build a professional network, and be ready to step into the world of events with confidence and competence.

Careers

Upon graduation from our BA Event Management programme you'll emerge as a dynamic and imaginative events specialist, armed with a solid foundation in business expertise. Whether you aspire to launch your own event venture or contribute to a startup, you'll possess the entrepreneurial spirit and attributes essential for success – resilience, self-awareness, and independent thinking. Alternatively, if you lean towards working for an established employer, your skill set will seamlessly align with various roles in the thriving sectors of Events, Tourism, or Hospitality, extending to allied industries like Marketing, PR, or HR.

This programme not only equips students for managerial, consultancy, or advisory positions within the event management sphere but also envisions a future where you'll be at the forefront – leading, inspiring, and shaping the trajectory of the events industry. We believe that, several years from now, you'll be the driving force behind the evolution of the event economy.

BA in Event Management

Why study Event Management at ARIU?

Studying BA Event Management at Al Rayyan International University (ARIU) is not just an academic pursuit – it's an immersive experience that sets the stage for a dynamic and successful career. Our programme stands out as a beacon of excellence, where affordability meets a world-class education. ARIU's commitment to providing a holistic learning environment ensures that students not only gain a comprehensive understanding of event management but also actively participate in an adventure of personal and professional growth. With a faculty of industry experts, cutting-edge curriculum, and unparalleled networking opportunities, ARIU transforms education into an exciting journey. Moreover, our programme's affordability ensures that aspiring event professionals can unlock their potential without financial barriers. Choose ARIU for an education that transcends the traditional, opening doors to a vibrant world of events and turning your passion into a profession.

Program Overview

Discover boundless possibilities with ARIU's BA Event Management programme, the premier and exclusive offering of its kind in the State of Qatar. Unveiling a pioneering curriculum developed in-house, this 4-year programme marks a watershed moment as the first locally licensed and recognized academic endeavour by a private higher education institution. Designed to meet the evolving needs of the dynamic events industry, students embark on a transformative journey blending academic rigor, hands-on experience, and invaluable networking opportunities. From crafting unforgettable moments to shaping the future of event management, ARIU's programme is not just an education; it's a passport to an extraordinary career in a field of great national importance. Join us, and let your passion for events become your profession!

