

QUALIFICATION SPECIFICATION SECTION A						
QUALIFICATION DEVELOPER		Botho University				
TITLE	Diploma in Event Management				NCQF LEVEL	6
FIELD	Services	SUB-FIELD		Event Management		
New qualification	X	Review of existing qualification				
SUB-FRAMEWORK	General Education		TVET		Higher Education	X
QUALIFICATION TYPE	Certificate		Diploma	X	Bachelor	
	Bachelor Honours		Master		Doctor	
CREDIT VALUE					360	
RATIONALE AND PURPOSE OF THE QUALIFICATION						
Rationale for the qualification: Event Management qualification has been developed in response to industry needs for education, professionalism and urge for diversification of wildlife-based tourism to other forms of tourism. The Meetings, Incentives, Conventions and Exhibitions (MICE) industry is one of the fastest growing segments in Botswana which advocates for training and educating a new generation of event managers equipped with skills to effectively plan and manage events. In continued efforts to add and diversify tourism product offering in the sector, several events were introduced, some in partnership with various communities and institutions. The events are geared towards facilitating local and regional travel and recreation; National Development Plan 11 (April 2017 – March 2023). According to Vision 2036, the industry will capitalize on the country's vast wildlife, areas of natural beauty and its geographical positioning to offer Meetings, Incentives, Conferences and Events (MICE) tourism. Based on the HRDC list of top occupations in high demand, Event coordinators and Sales and Marketing personnel have been listed as some of the needed occupations in the area of Tourism and Creative Industry. The HRDC identified Event Organizers as part of scarce skills and future jobs. Therefore, the development of Diploma in Event Management will ensure that learners are able to apply skills in coordination of various activities such as academic and business conferences, national and local government, private events, commercial events as well as tourism events. According to the NDP11 Botswana has made some remarkable progression in terms of rapid expansion of the tourism sector and still there is ample potential to broaden the tourism product base. Event coordination is one specialization of the top occupations in the tourism sector that is listed by HRDC as the occupations in demand. Market need Analysis The findings from the market needs analysis survey for the qualification expressed that the employers approved that the programme structure highly reflected the required skills and addressed the training gaps that is evident in the market. Due to the over-summarization of the market needs analysis report, details of the exact responses were not reported. Respondents highlighted that the following skills related to event management were needed among hospitality and tourism professionals. Event planning, budgeting, décor						

and stagecraft, catering and health and safety, among others. Among soft skills, industry indicated that general customer care, etiquette and grooming and general hospitality were key for personnel.

Purpose of the Qualification

The Event Management diploma will close the identified gap by offering the following knowledge, skills and competencies:

- knowledge of the event industry
- planning and staging professional, feasible, innovative, responsible and successful events
- supporting, coordinating and managing events
- Creativity, originality and initiative
- Problem solving
- People management
- Administration
- compliance with project management principles

Additionally, holders of this qualification will be knowledgeable and informed to advise on issues of risk, security and corporate social responsibility to ensure continuity of event industry and taking care of the environment. Successful learners will also be equipped with the necessary entrepreneurial skills to establish their own businesses.

Furthermore, qualifying learners will be well positioned to further their learning, practice and career within the event industry extending into other areas of hospitality, sports, tourism and public relations.

ENTRY REQUIREMENTS (including access and inclusion)

- Applicants are expected to have successfully completed secondary schooling. The minimum entry requirement is NCQF Level 4, Certificate IV (e.g. BGCSE) or equivalent qualification, with a minimum of five subjects passed, including English Language and Mathematics.
- Applicants possessing a relevant NCQF Level 5, Certificate V in any Events related discipline may also apply.
- Applicants that do not meet the above criteria but possess relevant industry experience will be considered through recognition of prior learning (RPL).
- In line with general Admission Policies, the aim is to ensure that no potential student will be excluded from entry to any qualification as a result of discrimination, and subject to the availability of infrastructure and human resources, all qualifying candidates with special needs have equal opportunity to access qualification.



QUALIFICATION SPECIFICATION	
SECTION B	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
At the end of this qualification, learner will be able to:	
1 Evaluate the structure of the event industry, theories and principles of events within the tourism industry.	1.1 Discuss the history of the event industry, 1.2 Determine the types and dynamics of events 1.3 Demonstrate relevant knowledge of the event principles and theories underpinning event operations and management. 1.4 Describe sectors and subsectors of the industry and their functions as well as support services in term of services offered. 1.5 Explain the interrelationship between tourism sectors and event industry. 1.6 Evaluate the economic, environmental and socio-cultural impact of event tourism.
2 Create an overall innovative concept, theme, and format for the development of an Event.	2.1 Develop an event concept for achievement of an event objective. 2.2 Present typical formats and specific components for different types of events. 2.3 Specify requirement for venue and site selection process. 2.4 Verify the operational practicality of the concept, theme through consultation 2.5 Critically analyze the Bidding process 2.6 Develop a clear, concise and professional sponsorship proposals. 2.7 Demonstrate accurate and effective communication and negotiation skills in the context of sponsorship management.
3 Apply technical processes to enable a desirable Event Experience.	3.1 Manage and stage an event by coordinating event décor, layout, entertainment and setting up of the venue. 3.2 Organize the audio visual, lighting, multimedia and other services to meet the communications objective.



	3.3 Coordinate with various catering operations and menus needs for an event 3.4 Identify service styles to meet the food and beverage needs of an event. 3.5 Apply the basic requirement associated with serving of beverages to suit the audience and event genre. 3.6 Apply protocol knowledge and procedures to specific event context.
4 Interpret legislation, policies, regulations and ethical practice pertaining event business environment.	4.1 Specify relevant event management legislation, (i.e. current Botswana legislation), licensing and permit requirements, applicable for event business environment. 4.2 Analyze the regulatory issues affecting event management compliance. 4.3 Investigate and apply suitable Impact assessment tools and mitigation processes for events. 4.4 Identify risks and consequences of failure to comply with regulations. 4.5 Assess the hazards and control safety risks for a given industry operation. 4.6 Implement sanitation, waste management and emergency procedures to meet functional need of the event project. 4.7 Demonstrate Knowledge of a contract law, procurement, and law of insurance 4.8 Specify environmental regulations as applied to event management. 4.9 Demonstrate awareness of the ethical issues likely to arise in the conduct of business and professional event practice.
5 Display accountability in allocating, directing and controlling resources for an event project.	5.1 Evaluate the human resources planning process.



	5.2 Discuss the procedures for the recruitment, orientation, motivation, training, compensation, discipline of employees, contract workers and volunteers. 5.3 Provide labor legalities suitable diverse workforce to meet the need of the event project. 5.4 Apply basic accounting and financial management practices in event management. 5.5 Execute the budget, cost and pricing strategies and manage cash flow to achieve financial goals of an event. 5.6 Select and contract suppliers of goods and services for event project. 5.7 Effectively use personal computer and relevant software packages in a business environment.
6 Apply advanced skills, principles and practices required to solve and manage event project management problems.	6.1 Prepare a plan with control systems such as registration, ticketing for proper facilitating of movement and traffic flow during an event. 6.2 Design a communication plan for on-site briefing and debriefing activities, and information exchange with external and internal stakeholders. 6.3 Manage small business operations as applied in event management. 6.4 Identify business and entrepreneurship opportunities in the event management sector. 6.5 Sequence and supervise tasks such as transportation of equipment, parking facilities, utilities, sanitation, emergency procedures and waste management. 6.6 Explain the procedural, practical hospitality requirements to serve the needs of the event to ensure compliance.
7 Apply foundational marketing concepts in the events management sector.	7.1 Analyze and report a market research to the appropriate structures. 7.2 Discuss the product and distribution of retail merchandise associated with the event project.



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	7.3 Procure, orchestrate and organize advertising campaigns, promotional events demanded by the event 7.4 Implement tactics for publicity and media coverage.
8 Display professional behavior within a specific event genre with regards to relevant stakeholders.	8.1 Reflect upon personal and professional development through applied learning in the event industry. 8.2 Demonstrate professional level of competence in the areas of communication, computing and presentation. 8.3 Demonstrate ability to work independently, in teams and provide solutions to event issues.
9 Demonstrate ability to innovatively develop an event project using the tools and knowledge presented to you throughout the module.	9.1 Develop and present an Event proposal (project outline), basic framework of planning a special event. 9.2 Execute and Evaluate an event through a project.



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QUALIFICATION STRUCTURE			
SECTION C			
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Computer & Its Essential 1	5	10
	Communication and Learning Skills	5	10
	Academic Writing for Business Research	5	10
	Human Resources Management	6	10
	Fundamental of Entrepreneurship	6	20
	Principles of Marketing	6	10
	Computer & Its Essential 2	6	10
CORE COMPONENT Subjects / Units / Modules /Courses	Event Industry	5	10
	Catering for Events	5	10
	Event Design and Decor	5	10
	Event Planning and Coordination	5	10
	Event Operations	6	10
	Project Management	6	10
	Customer Service Quality for Events Industry	6	10
	Conference and Exhibitions Management	6	10
	Conference and Banquet Service	6	10
	Practical Project 1	5	20
	Health and Safety in Event Management	6	10
	Legal & Risk Management	6	10
	Principles of Accounting	6	20
	Internship	6	60
	Practical Project 2	6	20
	Public Relations	6	10
	Protocol and Etiquette	6	10
	Cultural Diversity	6	10
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Cultural Diversity	7	10
	Destination Management	7	10
	Tourism and Event Management	7	10
	Sustainable Event Management	7	10
Rules of combinations, Credit-distribution (where applicable):			

The critical learning happens at the workplace (during Internship) especially for students who are building key employability skills. Work placements is thus eligible for credits, it is monitored by a lecturer and formally contained as part of a module. The lecturer may use various means to monitor the work done such as Logbooks and site visits.

This qualification consists of 70 credits of Fundamentals, 270 credits of compulsory modules and 20 credits of electives totaling 360 credits. Student should complete 360 credits to achieve this qualification.

- Event Industry is a prerequisite for Event Operations
- Event Design Décor is a prerequisite for Conference and Banquet Service
- Practical Project 1 is a pre-requisite of Practical Project 2

Credit distribution:

Level and Credits	Compulsory	Elective
Level – 5 Credits 90	90	None
Level - 6 Credits 250	250	None
Level – 7 Credits 20	None	20
Total credits: 360	340	20

ASSESSMENT & MODERATION ARRANGEMENTS

This qualification is assessed and moderated as follows:

Integrated Assessment:

Because assessment practices must be open, transparent, fair, valid, reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the qualification. Both formative and summative assessment processes are monitored during the qualification and to determine competence at the end of the qualification.

Summative assessment:

Integrated assessment, focusing on the achievement of the exit-level outcomes, will be done by means of a written examination at the end of every module.

Project Case: Students need to do a project and submit their project work at the end of the qualification. The student will work individually and in a team for planning and operating the actual event case. The student can apply the theoretical framework of project planning process in Event Management in practice and can analyze the different steps of the process, evaluate and analyze the success of the event. The project case will be assessed from the planning stage, implementation and evaluation stages.

The assessment of the project case will be assessed on the following coursework:

- Event feasibility study (Group) 15%
- Event Management Plan (Group) 30%
- Live Event Project (Group) 15%
- Post Event Evaluation Report (Group) 15%
- Reflective Analysis Report (Individual) 25%

Professional Practice/Internship: All students will go through the work placement. Tutor assigned to student will visit the intern at workplace and do the evaluation. (15%). A second visit at the intern place is conducted and evaluation is completed (15%). Supervisor evaluates the intern and submits a report to the tutor (20%). At the end of professional practice, student will submit a project report (50%). All the marks from the internship, tutor visits, supervisor evaluation of intern and report will be captured in the form called 'internship report feedback form'. Monitoring of students' during internship is done using weekly logbook.

Formative assessment:

Learners are continuously assessed through:

- Practical tests
- Class assignments
- Presentations
- Informal class tests
- Formal modular tests
- Field study/project

Pass requirements:

A learner passes a module if he/she obtains a final mark of 50% or more in the module. The final mark is constituted of class participation (5%) the formative assessments (35%) and the summative assessment

(60%). A learner qualifies for the Diploma in Event Management on NCQF level 6 when he/she passed all required modules individually. The final mark for the qualification is calculated by averaging the marks obtained in the various modules. The student should complete 360 credits to complete the qualification.

Moderation:

Moderation of assessments focuses on:

- a) Ensuring the assessment is aligned to the module objectives and the learning outcomes.
- b) Ensuring assessment is consistent on all levels within the institution and does not show any bias or academic disregard and that it is immune to all forms of prejudice.
- c) Ensuring the level of assessment appropriately matches to students' level of study. This ensures that the assessments remain viable, relevant and provide an accurate judgement of a student's achievements and level of knowledge.
- d) Maintaining consistency in the marking process

Pre-assessment Moderation:

This moderation is carried out before assessment tasks are given to students. All submitted sets of question papers & marking keys are shared with the moderators. Each assessment pack should be moderated by two Moderators where possible. The question paper moderation report should be filled in for each question paper. Moderator report will be shared with question paper setter so that moderator feedback will be considered when finalizing the question paper.

Post-assessment moderation or moderation of marking:

Moderation of completed assessment tasks is categorized as post-assessment moderation. It is carried out after assessment tasks have been marked. The set of answer scripts and marking keys are shared with the moderators. At least 10% of the answer scripts in a module should be moderated during post assessment moderation.

The internal and external moderators will be used during the pre-assessment and post assessment period which will be done in-line with the Moderation policy of the Institution.

RECOGNITION OF PRIOR LEARNING (if applicable)

- A clear framework through which learners can accumulate learning credits and transfer such credits toward appropriate qualifications helps to validate and recognize learning gained through formal and informal means, provides flexibility to learners, and allows learners to progress relatively seamlessly through their lifelong learning journey.

- Candidates may apply for recognition of prior learning whether such learning has been gained through formal study, through workplace learning, or through any other formal or informal means.
- Any candidate applying for recognition of prior learning (RPL) or Credit Accumulation and Transfer (CAT) will be expected to provide evidence of such learning that must be relevant, sufficient, valid, verifiable, and authentic.
- Where the candidate is applying for recognition of prior learning with a qualification that the institution has already articulated through a formal articulation agreement with the awarding body of that qualification, the candidate may be given recognition as per the agreement.
- In addition, the candidate may be interviewed by a member of staff or have to take a formal test, which may include a live demonstration of skills and competencies, to assess competence. (Please refer to Appendix 8 for Institution's RPL and CAT policy for more details).

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathway:

Vertical Articulation:

- After gaining a Diploma in Event Management, the student could continue to pursue a bachelor's degree in any other university in the same discipline.

Horizontal Articulation:

- Diploma in Cultural and Heritage Tourism
- Diploma in Travel and Tourism
- Diploma in Hospitality Management

Employment Pathway:

The outlook for employment in the event industry is excellent. The multidisciplinary nature of the industry offers a wide range of employment positions as well as internship opportunities for students. This course is a great starting point for those wishing to develop a career in Special Event Management companies and generally the hospitality industry, destination management companies, government entities and non-governmental agencies. The qualification will primarily develop the learners' knowledge and skills in the planning and management of events. Finally, due to the emphasis on Entrepreneurship, students will have the capacity to open and run small businesses within not limited to the Tourism & Hospitality Sector.

This qualification will produce diploma holders suitable to work in various industries and take positions such as:

- Event Coordinators
- Events Producers
- Event Project planners
- Conference Organizer
- Corporate & meeting Planners
- Venue and Facilities coordinators
- Gallery and Exhibition officer
- Sports Event coordinator
- Fashion Event Coordinator
- Special events consultants
- Festival and concert planners

QUALIFICATION AWARD AND CERTIFICATION

The learner will be awarded '**Diploma in Event Management**' after attaining 360 credit value as specified in the rules of combination and credit distribution. This qualification does not have exit awards. Therefore, if the candidate does not meet the prescribed minimum standards of the qualification, the learner will exit with a transcript.

REGIONAL AND INTERNATIONAL COMPARABILITY

This Qualification was compared with various universities / Institutions, running similar / related qualification in Event Management. A direct comparison of the title; exit learning outcomes and assessment criteria was undertaken with each. The following universities / Institutions and their qualifications were taken for the comparisons:

Regional:

- Tshwane University of Technology (**Pretoria, South Africa**), Diploma in Event Management (Level 6)
- Boston City Campus Business College: Diploma in Event Management (NCQF Level 6)

International:

- University of Surrey (United Kingdom) Diploma in International Event Management (FHEQ Level 5)

Boston City Campus Business College (PTY) Ltd. Diploma in Event Management (NCQF Level 6)

Name of the Institution / University / (Country)	Title of qualification, NCQF level Credit Value	Main exit outcomes	Domains covered & Credit weighing	Assessment strategies	Qualification rules & minimum standards for the award of qualification	Education & employment pathway
1) Boston City Campus and Business College/South Africa	Diploma in Event Management	On completion of the qualification graduates will be able to : 1. Operate Effectively using a number of window-based end user application 2. Apply general business and marketing principles to hospitality and event management and interpret economic realities of local and global communities. 3. Manage financial and technology resources in organisations 4. Analyse data, marketing information and performance of hospitality events 5. Demonstrate entrepreneurial and project management skills.	The minimum credits for this qualification is 374 Consists of six semesters: <u>Semester-1</u> 1. Computer literacy 1 2. Computer Literacy 2 3. Event Management 1 4. Marketing Management 5. Financial Management 1A <u>Semester-2</u> 1. Intergrated Marketing Communications 2. Entrepreneurship 1 3. Public Relations 1 4. Financial Management 1B <u>Semester-3</u> 1. Event Management 2A 2. Marketing Management 3. Business Management 4. Public Relations 2 <u>Semester-4</u> 1. Event Management 2B 2. Entrepreneurship 2 3. Project Management 1 4. Public Relations 2B 5. Applied Research <u>Semester 5</u> 1. Event Management 3A 2. Marketing Management	-All modules are compulsory and must be passed. -Formative assessment integrates the cycle of teaching and learning and assessment. The scheme of work includes formal assessments in the form of tests/assignment s based where learners are graded and provided with feedback. The process is continuous and focuses on some sections of the work and limited in the number of outcomes assessed. -Summative assessments are in the form of examinations, research project which assesses a representative selection of the outcomes practices and assessed in the formative stage. Summative also tests the student's ability to manage and integrate a large body of knowledge to achieve stated outcomes of the full course.	On successful completion the learner will be issued with a Diploma in Event Management SAQA ID 93877 NQF L6, minimum 374 credits To earn the Diploma student should study for 2 years as a full-time	Learners will be well positioned to extend their learning practice into other areas of the tourism and hospitality industry or strive towards professional standards and practice at higher levels. -The competencies captured in this qualification will provide the learner with the necessary competencies to enter the workplace and take positions such as: i. Event co-coordinator ii. Event Manager iii. Event Project manager iv. Conference organizer iv Assistant venue manager -Learner successfully mastering the competencies in this qualification will be able to contribute to the broader society by providing management for a broad range of events in various industries and sectors



			3.Project Management 2			
			Semester 6			
			1.Event Management 3B			
			2.Intergrated Marketing Communication 2			
			3.Work Integrated Learning			
			4.Microsoft Project 1			
			5.Microsoft Project 2			

Summary:

The entry requirements for this qualification is BGCSE with pass in English and Maths and Boston's entry requirement is a National Senior Certificate, with pass in English. There is a great emphasis on knowledge and practical skills for both the qualifications. Both offer a full time 3 years program with field exposure to equip students with hands on experience in Event Management. The two qualifications offer common modules such as Event Industry, Event Concept design and Project Management (BU) which matches favorably with Event Management (Boston). The content covered is in light with event planning, coordination and event execution concepts. Internship align with Work related learning (Internship, Professional Practice) which are industry practice components essential for events, they both cover Computer Essentials (Computer Literacy) and Applied Research (Academic Writing for Business Research, Entrepreneurship, Marketing Management, Public Relations, Accounting and Financial Management. However, Boston does not cover Human Resources.

Both the qualifications have similar exit level outcomes, which are fundamental to Event management studies. Boston offers a National diploma in Event Management while this qualification offers a diploma in Event management. Both qualifications have emphasized more credits at level-5 (120C). Boston offers 374 credits while the other qualifications is 360 credits. The entry requirements are different. Credit wise, the qualifications have similar assessment techniques. They share common modules such as; Event Operations and Project Management which are qualifications that are linked to the creation and execution of events. Additionally, Event Technology, Event Risk Management, Event Marketing. Event Management Practice (Internship) looks at the practical aspect of the events, compiling a portfolio based on scenario of an event and to balance theory and practice.

Tshwane University of Technology (Pretoria, South Africa), Diploma in Event Management (Level 6)

Name of the Institution / University (Country)	Title of qualification, NCQF level Credit Value	Main exit outcomes	Domains covered & Credit weighing	Assessment strategies	Qualification rules & minimum standards for the award of qualification	Education & employment pathway
2) Tshwane University of Technology (TUT) (South Africa)	Diploma in Event Management	The learners qualified with this qualification will be able to co-ordinate and manage the broad spectrum	This qualification consists of compulsory modules at Levels 5 and 6 totaling 360 Credits. Year 1	Modes of assessment shall involve: -Assignments - Demonstrations -Practical work	The learner should earn 360 credits to be awarded with a Diploma.	-The curriculum was developed through a comparative analysis of the competency domain of the event industry programmes,

		of events in the MICE (Meetings, Incentives, Conferences and Exhibitions). An Event Manager will be able to coordinate and manage all event genres through all phases, namely research, plan, design, conduct and evaluate in different context.	<u>Semester 1</u> 1-Event Communications I 2-Event Project Management I 3-Event Management I 4.Event Risk Management IA <u>Semester 2</u> 1-Event Planning I 2-Event Marketing I 3.Event Technology I 4.Event Risk Management IB <u>Year 2</u> <u>Semester 3</u> 1-Event Risk Management II 2-Event Project Management II 3-Event Management II <u>Semester 4</u> 1-Event Marketing 2-Event Marketing 3 –Choose one of the following languages French German Spanish <u>Year 3</u> <u>Semester 1</u> 1-Event Management III 2.Event Planning III 3-First Aid Training <u>Semester 2</u> 1-Event Management Practice	-Projects -Tests -Examinations (theoretical and practical)	national skills standards and vocational qualifications from the United States, the United Kingdom, Australia and South Africa. -Learners will be well positioned to extend their learning practice into other areas of the tourism and hospitality industry or strive towards professional standards and practice at higher levels. -The competencies captured in this qualification will provide the learner with the necessary competencies to enter the workplace and take positions such as: i . Event co-coordinator ii. Event Manager iii. Event Project manager iv. Conference organizer iv Assistant venue manager -Learner successfully mastering the competencies in this qualification will be able to contribute to the broader society by providing management for a broad range of events in various industries and sectors.
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Summary:

Both Qualifications have some similar exit level outcomes, which are fundamental to Event management studies. TUT offers a National diploma in Event Management while this qualification offers a diploma in Event management. The entry requirements are different. Credit wise, both qualifications offers 360 credits. Both qualifications offer similar assessment techniques. The common modules such as; Event Management, Event Planning, Project Management which are qualifications that are linked to the creation and execution of events. Additionally, Event Technology, Event Risk Management, Event Marketing have been included in the both qualifications. Event Management Practice (Internship) looks at the practical aspect of the events, compiling a portfolio based on scenario of an event and to balance theory and practice.



University of Surrey (United Kingdom) Diploma in International Event Management (FHEQ Level 5):

Name of the Institution / University (Country)	Title of qualification, NCQF level Credit Value	Main exit outcomes	Domains covered & Credit weighing	Assessment strategies	Qualification rules & minimum standards for the award of qualification	Education & employment pathway
3) University of Surrey/United Kingdom	Diploma in International Event Management (FHEQ Level 5 240 credits	The graduates should be able to: -Demonstrate relevant knowledge and understanding of event organisations, the external environment in which they operate and how they are managed. -Demonstrate understanding of the theory and practice of events management -Evaluate their knowledge and understanding of subject disciplines and the application of management approaches to industrial situations -Reflect on their learning experience on their personal and professional development -Work independently and in teams, graduates will build experience of both theoretical and problem solving -Demonstrate professional level of competence in a range of skills that are relevant to the needs of future managers, supervisors in areas of communication, reasoning, numeracy computing, problem solving ,research	The credit weighing for each module is 15 except the Professional Training year which carries 120 credits. <u>Semester 1& 2</u> 1-Developing Professional Environment 2-Business and International Context for Events 3-Business Impacts 4-Business Event Design and Creativity 5-Event Project Management and Planning 6-Marketing Principles 7-Financial Accounting <u>Semester 3& 4</u> 1-Professional Practice 2-Imagineering Event Themes and Experiences 3-Applied Financial Management 4-Service Marketing 5-Economics of Leisure and Tourism 6-Marketing Communications(optional) 7-Professional Development in Practice(optional) 8-Staging Live Events 9-Technology, Media and Data 10-International Issues in Event Management	Modules are assessed individually, and credits are awarded for successful completion of each one -Assessment takes place through a combination of examination, coursework, academic and business report, assignments and practical examinations. -Assessment will be based on individual module information.	In order to achieve a Diploma, the student must complete 240 credits In order for the students to progress they must achieve average of 40% and have completed all 120 credits at FHEQ level 4,5 and professional training	International Event Management is an ideal qualification to prepare students to enter a range of different leadership, supervisory positions within the event industry. -It combines business modules with Tourism and Hospitality to provide core knowledge and practical skills needed to plan, manage and organize successful events of all kinds. -The qualification allows for transferability and mobility between sectors of the industry. -The Professional Placement is an integral part of the qualification, to allow the students to gain valuable experience in a professional working environment, increasing confidence skills and employability.



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			11-Managing Organisations and Human Resources(optional) 12-Business Law(optional) <u>Semester 5&6</u> Optional Professional Training Year (120 credits) 1-Professional Training Year Module (work /study)			
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Summary

Both the qualifications recognize prior learning (RPL), students may enter their higher education course with valuable knowledge and skills developed through a range of professional, vocational and community contexts. The student may be exempted from certain elements of study in the course for which they have applied and be awarded credit based on their previous qualifications/experience. They both share common modules such as; Event Concept and Design Customer Service, Technology, Event Project Management and Planning, Managing organization and Human Resources, Professional Development in Practice, Professional Ethics, Financial Accounting. However, the University of Surrey qualification is offered in 3 years where else this qualification is offered in two and half years.

REVIEW PERIOD

5 Years