| | BQA NCQF QUALIFICATION TEMPLATE | Document No. | DNCQF.QIDD.GD02 |
|---|---|---|---|
| | | Issue No. | 01 |
| | | Effective Date | 04/02/2020 |

| SECTION A: | QUALIFICATION DETAILS | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **QUALIFICATION DEVELOPER (S)** | Gaborone University College of Law and Professional Studies | | | | | | | | |

| **TITLE** | Diploma in Events management | | | | | | **NCQF LEVEL** | | 6 |
|---|---|---|---|---|---|---|---|---|---|
| **FIELD** | Business, Commerce, and Management Studies | | **SUB-FIELD** | Events Management | | | **CREDIT VALUE** | | 372 |

| New Qualification | | | Review of Existing Qualification | | |
|---|---|---|---|---|---|

| **SUB-FRAMEWORK** | General Education | | TVET | | Higher Education | ✓ |
|---|---|---|---|---|---|---|

| **QUALIFICATION TYPE** | Certificate | I | | II | | III | IV | | V | | Diploma | ✓ | Bachelor | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Bachelor Honours | | | Post Graduate Certificate | | | | | Post Graduate Diploma | | | | | |
| | Masters | | | | | | Doctorate/ PhD | | | | | | | |

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| RATIONALE AND PURPOSE OF THE QUALIFICATION |
|---|

**RATIONALE:**

The Diploma in Events Management has been developed in response to industry needs for project managers, restaurant and hotel managers that was realized by HRDC when they conducted needs assessment of the country. In the past Botswana used to host local events only with little or no experienced and skilled workforce in the area of events management. Nowadays, Botswana hosts a variety of events including international events of high standards such as International Educational Conferences, Global Expo Botswana, International Sports events like World Netball Tournaments, Chess Tournaments, Khawa Dune Challenge, Dessert Race and other local events like musical and

cultural festivals, and many others. Therefore, this calls for knowledgeable, skilled, and responsible event managers to attract unique and memorable, national, and international, special events and conferences that drive economic development of Botswana as a brand and favored host.

Events management is specifically designed for planning, designing, and staging different types of events whether social or business. It is a broad skills area which falls under Hospitality and Tourism. The aim of the proposed qualification is to produce and to equip event planners and managers who have a solid grounding in the basic technical and vocational knowledge based and practical competencies and knowledge acquisition. The qualification brings together the advanced creative abilities of learners and the organizational, administrative. and planning abilities of management in order to execute excellent events.

Human Resource Development Council (HRDC) as the main authority in Botswana that determines priority skills needed by the economy, for now and for the future, works together with respective industries, both public and private sector to come up with guidelines of what qualifications and programmes should be developed, so as to address different industry needs as well as the needs of the economy. In their (HRDC) December 2016 document titled **"Top Occupations in High Demand"** and their subsequent March 2019 document titled **"Priority Skills (Current and Future)"** it is clearly shown that tourism and hospitality related skills, which include Event Management are in high demand will continue to be required for the foreseeable future, or at least up to the year 2028.

On the other hand National Development Plan 11 and the National Policy on Vocational Education and Training (NAPVET) indicated the need for the development of skills and delivery in hospitality and tourism related industry which includes Event Management in an effort to support economic diversification from mineral led to other sectors that will also support citizen economic empowerment.

The proposed qualification possesses the technical, attention to details, critical thinking, communication, and teamwork skills.

**PURPOSE:**

The purpose of this qualification is to produce graduates who have the advanced knowledge, skills, and competence to:

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- Plan and organize different types of events.

- Execute relevant strategies that are required to tackle challenges that the hospitality industry (events management) is currently facing.

- Implement excellent customer service practices that bring about customer satisfaction in events management.

- Manage small event management businesses successfully.

- Manage and lead different project management events.

- Use advanced business communication skills needed to manage events successfully.

## ENTRY REQUIREMENTS (including access and inclusion)

The minimum entry is:

- Certificate IV, NCQF Level 4 (BGCSE) or equivalent

- Access through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) will be provided through ETP policies in line with National RPL and CAT Policies.

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| SECTION B | QUALIFICATION SPECIFICATION |
|---|---|

| GRADUATE PROFILE (LEARNING OUTCOMES) | ASSESSMENT CRITERIA |
|---|---|
| 1. Demonstrate advanced skills mastery in planning and managing business and social events. | 1.1 Plan and facilitate effectively different types of events.<br>1.2 Market business and social events.<br>1.3 Construct successfully recognized national and international events management laws in accordance with Botswana legislation.<br>1.4 Establish successful events management businesses that comply with national Laws.<br>1.5 Stage an event according to the advanced event management process of research, design, planning, coordination, and evaluation.<br>1.6 Lead excellently Events management businesses that comply with national Laws.<br>1.7 Appraise hosted events and provide constructive feedback to clients.<br>1.8 Provide excellent professional guidance to clients on detailed events programs.<br>1.9 Produce creative Programs for business and social events.<br>1.10 Identify appropriate venues for various events.<br>1.11 Prepare venues for scheduled events. |
| 2. Apply advanced business communication skills when managing various events. | 2.1 Outline the health and safety procedures that need to be adhered with at public events.<br>2.2 Compile a detailed report on how to manage business and social events. |

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| | 2.3 Use excellent communication skills to attract clients for both business and social events.<br><br>2.4 Articulate solutions on a proposed course of action in relation to both social and business events.<br>2.5 Practice verbal and written communication effectively when dealing with clients and business partners or competitors in the industry. |
| 3. Design and stage events focusing mainly on content design; entertainment design; environment design; food and beverage design and program design. | 3.1 Determine menus on food and beverage to be supplied for all types of events.<br>3.2 Apply emphasis on preparation of safe, appealing, and healthy food.<br>3.3 Utilize greening theories and processes to reduce negative environmental impacts that events may have. |
| 4. Implement health, safety, legal and security procedures when managing events. | 4.1 Observe Health and Safety procedures when managing events.<br>4.2 Device preventative measures to ensure safety at social and business events.<br>4.3 Address event venue hazards and risks in accordance with workplace specific health and safety requirements<br>4.4 Manage safety of visitors at events.<br>4.6 Set up effective emergency plans for various events. |

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| SECTION C | QUALIFICATION STRUCTURE | | | | |
|---|---|---|---|---|---|
| **COMPONENT** | **TITLE** | **Credits Per Relevant NCQF Level** | | | **Total (Per** Subject/ Course/ Module/ Units) |
| | | Level [ 5 ] | Level [ 6 ] | Level [ ] | |
| **FUNDAMENTAL COMPONENT** Subjects/ Courses/ Modules/Units | Entrepreneurship | 10 | | | 10 |
| | Health and Safety during events | 15 | | | 15 |
| | Introduction to events management | 15 | | | 15 |
| | Creative Event Design | 15 | | | 15 |
| | Introduction to Accounting | 10 | | | 10 |
| | Information Technology | 10 | | | 10 |
| **CORE COMPONENT** Subjects/Courses/ Modules/Units | Law and contract | | 15 | | 15 |
| | Events Planning | | 18 | | 18 |
| | Event operations and logistics | | 15 | | 15 |
| | Marketing Essentials | | 15 | | 15 |
| | Food service Management | | 15 | | 15 |
| | Law and events management | | 15 | | 15 |
| | Events greening | | 18 | | 18 |

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|---|---|---|---|---|---|
| | Hospitality and Tourism studies | | 15 | | 15 |
| | Project management | | 15 | | 15 |
| | Customer Service | | 15 | | 15 |
| | Ethics in Event Management | | 15 | | 15 |
| | Workplace Internship | | 30 | | 30 |
| | Small business management | | 15 | | 15 |
| | Events management | | 18 | | 18 |
| | Purchasing and supply management | | 15 | | 15 |
| | Music Entertainment event management | | 18 | | 18 |
| | Human Resource Management | | 15 | | 15 |
| | Risk Management | | 15 | | 15 |
| **ELECTIVE/ OPTIONAL COMPONENT** Subjects/Courses/ Modules/Units | **NONE** | | | | |

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| SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL | |
|---|---|
| **TOTAL CREDITS PER NCQF LEVEL** | |
| **NCQF Level** | **Credit Value** |
| **5** | **75** |
| **6** | **297** |
| | |
| **TOTAL CREDITS** | **372** |

**Rules of Combination:**

**(Please Indicate combinations for the different constituent components of the qualification)**

The credit combination for this qualification are as follows:

Fundamentals Components:  Level 5         75 credits

Core components:                 Level 6         297 Credits

Electives Component             None


**Total**                              **372 Credits**

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## ASSESSMENT ARRANGEMENTS

**Assessment**
All assessments leading to the awarding of this qualification will be based on learning outcomes associated with the following assessment criteria:

1. **Formative assessment**

The weighting of formative assessment is 70% of the final assessment mark.

2. **Summative Assessment**

The weighting of summative assessment is 30% of the final mark.

Assessment arrangements will be done by BQA registered and accredited assessors.

## MODERATION ARRANGEMENTS

There shall be provision for internal and external moderation done by BQA registered and accredited Moderators.

## RECOGNITION OF PRIOR LEARNING

There will be provision of Recognition of Prior Learning (RPL) for award of the qualification using Institutional RPL Policy in line with the National RPL Policy.

## CREDIT ACCUMULATION AND TRANSFER

There shall be access and award of credits of the qualification using Institutional Credit Accumulation and Transfer (CAT) Policy in line with the National CAT Policy.

## PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

**HORIZONTAL PATHWAYS:**

- Diploma in Sports Management
- Diploma in Hospitality and Tourism
- Diploma in Marketing and Public Relations
- Diploma in Business Management


**VERTICAL PATHWAYS:**

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- Bachelor's Degree in Sports Management.
- Bachelor's Degree in Marketing
- Bachelor's Degree in Tourism and Hospitality
- Bachelor's Degree in Event Management

**EMPLOYMENT PATHWAYS:**

- Events Manager
- Professional Sport Organizer
- Conference centre manager
- Restaurant Manager
- Self-employment/ entrepreneur

## QUALIFICATION AWARD AND CERTIFICATION

**Qualification award:**

Upon successful attainment of 372 credits of this qualification, the candidate will be awarded a qualification of Diploma in Events Management

• 75 credits for fundamental components

• 297 credits core components

**Certification:**

A **Diploma for Diploma in Events management** shall be issued to the candidate upon meeting the above-mentioned conditions.

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## REGIONAL AND INTERNATIONAL COMPARABILITY

To establish the international and regional comparability as well as and the suitability of the qualifications a comparability matrix was done. An analysis of the proposed qualification's content, modules, and credit value, duration, and entry requirements in relation to some identified qualifications was done. The qualification was benchmarked against four similar qualifications (see comparability matrix attached). It is concluded that the Certificate VI Diploma in Events Management compares favourably to other identified qualifications internationally in terms of composition of course work and practical work, duration or learning time, requirements, and credit value.

**Similarities**

The proposed Certificate VI qualification in Events management compares well with four identified programmes that is, Diploma in Events Management –UNISA (SA); Diploma of Event Management-Swinburne University (Australia); Diploma in Events Management- Kaplan University (Australia) and Diploma in Event Management Pitman Training (Kenya). The above-mentioned qualifications share similar modules with the proposed qualification. Examples of such modules are Entrepreneurship, Health and Safety during events, Creative Event Design, Introduction to Accounting, Communication Skills, Food service Management, Law and Events management, Events Planning, Information Technology, Marketing Essentials ,Events greening, Project management, Customer Service ,Ethics in Event Management, Events management, Human Resource Management and Risk Management. Though some of the module titles differ in terms of terminology, their content is basically the same. Another similarity that is there is the number of credits, the proposed title has 372 credits which is more or less the same as that for Diploma in Events Management (UNISA-SA) which has 360 credits. Another similarity that is there is in the entry requirements where one of the requirements for the proposed module is that the candidate should have relevant work experience, this is also one of the requirements for Diploma in Events management (Kaplan University-Singapore). Diploma in Events management (UNISA-SA) has an entry requirement of Senior certificate which is equivalent to the entry level Certificate IV for the proposed qualification. In terms of NQF Levels there exist another similarity as well where both the proposed diploma and Diploma in Events Management (UNISA-SA) are NQF Level 6.

**Differences**

One of the notable differences between the proposed qualification and the other qualifications being benchmarked with is module titles. However, though these module titles may be different the content will basically be the same. Examples of such modules are Health and Safety during events which is termed Health and safety essentials in Diploma in Events management (Pitman Training -Kenya); Communication skills which is termed Effective business communication in Diploma in Events Management (Pitman Training-Kenya); Project Management which is termed Managing Projects in Diploma in Events Management (Swinburne- Australia) and Events Greening which is termed Event Management and Sustainability. Another difference that is there is the fact that the proposed

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diploma has workplace internship which all other qualifications (except Diploma in events management -SA) do not have.  This difference makes the proposed qualification better that the ones being benchmarked with because considering the practical nature of Events management as a profession, it is quite relevant candidates get a feel of the Industry before they complete the course so that they get to relate what they do in class with what they will have experienced in the Industry. Another key factor that makes the proposed qualification a better one is the fact that it has a module called Purchasing and supply management which the qualifications benchmarked with do not have. Purchasing and supply as a course is very relevant to Diploma in Events management since it equips learners with relevant procurement skills that they need to purchase events' materials and equipment cost effectively. Therefore, the proposed diploma in Events management is a better qualification.

## REVIEW PERIOD

The qualification will be reviewed every 5 years.

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