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		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS													
<b>QUALIFICATION DEVELOPER (S)</b>		Limkokwing University of Creative Technology											
<b>TITLE</b>	Bachelor of Arts in Event Management										<b>NCQF LEVEL</b>	7	
<b>FIELD</b>	Services			<b>SUB-FIELD</b>			Events Management			<b>CREDIT VALUE</b>	484		
New Qualification				✓		Review of Existing Qualification							
<b>SUB-FRAMEWORK</b>		General Education				TVET				Higher Education		✓	
<b>QUALIFICATION TYPE</b>		Certificate	I	II	III	IV	V	Diploma	Bachelor	✓			
		Bachelor Honours		Post Graduate Certificate				Post Graduate Diploma					
		Masters				Doctorate/ PhD							
RATIONALE AND PURPOSE OF THE QUALIFICATION													
<b>RATIONALE</b> <p>The event industry is amongst the top employers globally and generates vast economic benefits to national economies (Theocharis, 2008). Events fall into the creative industry sector which the Human Resource Development Council (HRDC, 2016-2018) has identified as “those activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property.” (Adapted from British Council, 2010). The Creative Industry Sector, a Service sector, “appeals very well to young people in particular, it is one sector that gives opportunity for one to unleash and unwind their God-given talent.” According to Segola, Chairperson of the</p>													


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Sector, there are a lot of career opportunities in this sector (HRDC 2016-2018).

The National Human Resources Development Strategy (NHRDS), through its strategic plan 2009-2022 (Ministry of Education and Skills Development, 2009) “Realizing our Potentials” provides the basis for matching skills with national labour market requirements and promoting individuals’ potential to advance and contribute to economic and social development. This strategy reflects the Government of Botswana realization that relevant knowledge and skills are essential requirements in moving Botswana’s development trajectory forward, to increase citizen ownership of and participation in economic activities of the country is one of the cardinal objectives of Vision 2016 and 2036. Relevant knowledge and skills are required in the events industry as pointed out by HRDC which has listed the need for Art Managers with specialization in Events Management, Performing Arts among others in its release titled ‘Priority Skills and Employment Trends’ in demand for Botswana under the creative industry.

Botswana has experienced an increase in the number of both local and international events. Government, business and private clients, the world over, are seeking professionally qualified event planners to organize and execute outstanding events. Corporate hospitality events, conferences, trade fairs, fashion shows, weddings, cultural events, music festivals, exhibitions, etc. all need event managers. The tourism industry is also infusing events in tourism activities. This Event Management qualification will develop provide the industry with skilled professionals who are highly organized, creative and can pay attention to detail, as well as think analytically. Graduates of the qualification develop competences required for management roles in the Events, Conferencing, Tourism and Hospitality sectors. This contributes to socio-economic growth and reduction of unemployment in Botswana.

Consultations with industry indicate the lack of skills for event management and related occupations in hotels, conferences, weddings, sports venues and in companies specializing in events management activities. The above demonstrate the need qualified Event Managers in Botswana. This qualification in events management is developed in recognition of the skills gap for event managers in the government, business and the social markets.

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### **PURPOSE:**

The purpose of this qualification is to produce work ready events management practitioners and professionals able to make effective contributions in a variety of event management and related sectors of the Botswana economy and beyond. The qualification will produce graduates who can:

- Manage the key processes involved and the key players in the events industry
- Make financial decisions and manage the financial aspects of events
- Develop strategies to mitigate and exploit the economic, social, and environmental impacts of events
- Analyze and handle key trends, developments, challenges and opportunities affecting the events industry
- Provide effective leadership in risk management and in resolving problems that arise in event projects and in the events industry.


### **ENTRY REQUIREMENTS (including access and inclusion)**



#### **Fulltime Entry Requirements:**


- Minimum entry requirement will be NCQF IV Certificate Level IV with passes in English, Home Economics and any social science subject or equivalent

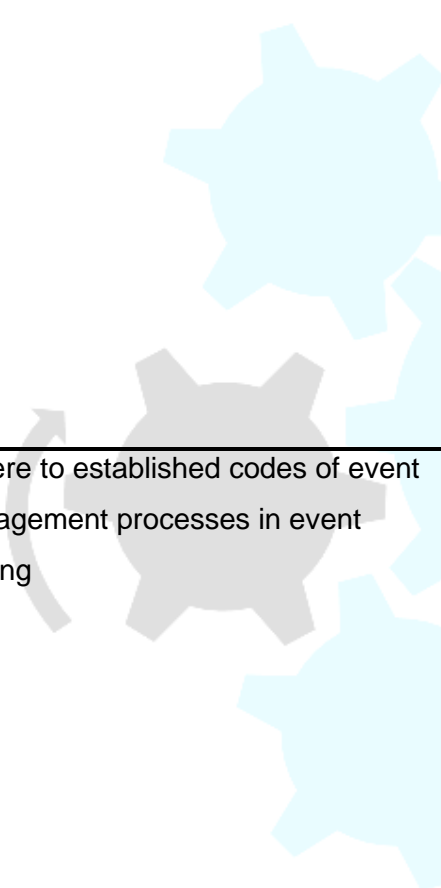
#### **Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT)**


- Applicants who do not meet the above criteria but possess relevant industry experience may be considered through Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT) policies for access. This consideration will be done following guidelines of the ETP policies which are aligned with BQA/National RPL and CAT policies

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<b>SECTION B</b>		<b>QUALIFICATION SPECIFICATION</b>	
<b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>		<b>ASSESSMENT CRITERIA</b>	
<b>1.</b> Create events that accommodate the multidisciplinary nature of Events Management		1.1	Plan for events in consultation with professionals from fields such as hospitality, tourism, marketing, health, communication, environmental management, among
		1.2	Evaluate recommendations by experts from different disciplines for the execution of successful and safe events
		1.3	Select recommendations based on their applicability to specific types of events
		1.4	Integrate recommendations from experts from different disciplines into different event designs
<b>2.</b> Apply established codes of pre-planning for events		2.1	Set event goals that resonate with stakeholders in terms of the audience, audience needs and expectations
		2.2	Assess the expertise of identified internal and external event stakeholders (vendors, external specialist expertise, workforce, etc.) for specific events
		2.3	Use analyses of past or similar events to develop tentative budget for specific events
		2.4	Evaluate available venues for specific types of events
		2.5	Develop strategies to eliminate or minimize identified risks associated with staging an event
		2.6	Test the efficiency of the selected safety and security services providers
		2.7	Generate the most effective marketing to promote the event
		2.8	Select a variety of marketing channels to promote the

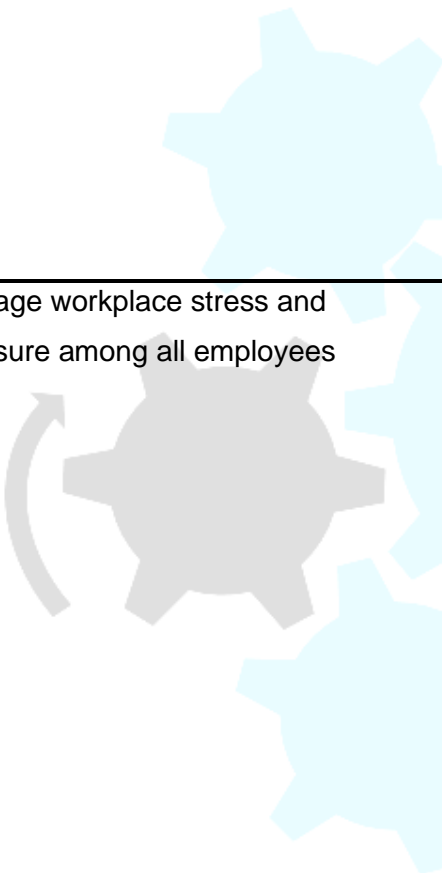
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		<p>event (social media, email marketing, paid advertising campaigns, etc.)</p> <p>2.9 Generate guidelines for compliance to regulatory standards on sitting arrangements and crowd management</p> <p>2.10 Organise key resources required in the staging of events (external specialist expertise, funding, workforce, marketing materials and appropriate venues</p> <p>2.11 Obtain all relevant permits (environmental, noise, etc.) to ensure compliance with regulations for staging events</p>
	<p><b>3.</b> Adhere to established codes of event management processes in event staging</p>	<p>3.1 Select venues based on the suitability of the infrastructure, functionality and ease of access for event attendees</p> <p>1.1 Generate a log of daily activities to monitor the progress of the different teams</p> <p>3.2 Modify venues to fit into the themes of the events</p> <p>3.3 Use appropriate event management software for registration and payment</p> <p>3.4 Monitor the activities of emergency services providers (ambulance, first aid, etc) by using communication technology</p> <p>3.5 Select the most suitable contractors and vendors for the event based on negotiations conducted</p> <p>3.6 Interview contractors and vendors to ensure that they adhere to staging specifications and details</p> <p>3.7 Check the implementation of health, safety and security guidelines for different types of events during event staging</p> <p>3.8 Comply with all regulatory standards on staging events (lighting, sanitation, sound, catering, Bye-Law 34(1) of Gaborone City Council, General Bye-Laws of the Local Government Act No. 18 of 2012, The Trade Act Cap 43:03,</p>


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	the Liquor Act No. 9 of 2004, Liquor Regulations, 2008)
<b>4.</b> Monitor safety and security activities in executing safe event	<p>4.1 Use appropriate technology for both online and on-site attendee registration and payment to reduce/minimize congestion at the event</p> <p>4.2 Utilize appropriate technology for on-site attendee and participant tracking</p> <p>4.3 Communicate effectively to ensure the smooth flow of all event activities</p> <p>4.4 Check the implementation of agreed upon security and safety measures</p> <p>4.5 Monitor the activities of the different entities assigned with health, safety and security responsibilities</p> <p>4.6 Design communication and reporting systems in case of emergencies during events</p>
<b>5.</b> Employ professionalism and ethics in the management of events	<p>5.1 Implement the set standards for ethical and professional conduct in the various event management operations</p> <p>5.2 Develop strategies to mitigate identified threats to ethical standards and integrity in the events industry (relationships with vendors, suppliers, etc.)</p> <p>5.3 Implement the mechanisms developed to support and strengthen professional ethics and integrity</p> <p>5.4 Formulate management approaches that encourage all employees to deal positively with unethical practice when they encounter it</p> <p>5.5 Conduct ethics audits to identify risks to the integrity of event management processes</p> <p>5.6 Check the implementation of different codes of professional and ethical conduct for event management</p>


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		(The International Festivals and Events Association Code of Professional Conduct and Ethics, American Institute of Certified Planners Code of Ethics and Professional Conduct, etc.)
	5.7	Apply the The International Festivals and Events Association Code of Professional Conduct and Ethics to events in Botswana
<b>6.</b> Manage workplace stress and pressure among all employees	6.1	Develop systems that enable staff to freely express their concerns and anxieties in performance evaluation
	6.2	Integrate employee feedback about their concerns into management performance evaluation
	6.3	Generate formal and informal mentoring systems to support staff
	6.4	Develop and maintain database of employee demographics for identification of potential areas that need intervention
	6.5	Compose a list of early signs of stress in self and others for timely intervention
	6.6	Utilize stress management strategies and channels for employees to talk about work-related challenges
	6.7	Use communication and negotiation skills to resolve workplace conflicts
	6.8	Integrate processes that allow workers to participate in decisions and work modifications that affect their work and their jobs


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<b>7.</b> Integrate creativity, innovation and entrepreneurship in events management for value addition 	7.1	Analyse existing technologies, processes and practices for effectiveness in the staging of event management
	7.2	Use the analysis to identify event processes and practices that be modified or improved
	7.3	Use event attendee and participant feedback on the event to infuse creativity and innovation in future events
	7.4	Develop new and unique events based on feedback from participants and attendees
	7.5	Investigate the social and ethical issues related to the implementation of innovative event products and services.
	7.6	Integrate entrepreneurship processes in event management (e.g., value creation, innovation, prototyping, etc.)
	7.7	Use the contribution of the different work teams in the innovation and entrepreneurship processes for specific contexts and clients
	7.8	Use technology to modify events processes and practices to enhance creativity and innovation
	7.9	Integrate green ideas into events for sustainability (e.g. use of solar power to conserve energy, use of biodegradable cups, plates and other utensils, use local products in the event decor)




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<b>8.</b> Perform accounting and financial activities of event projects	8.1 Estimate the financial requirements of an event 8.2 Allocate the financial resources to the various operational aspects of an event 8.3 Project the financial outcomes of an event 8.4 Use appropriate technology to monitor the flow of money and to ensure that the event is within budget 8.5 Analyse financial data to determine return on investments for events
<b>9.</b> Communicate effectively across settings, purposes and audiences in event projects	9.1 Develop communication and reporting lines in the various aspects of events 9.2 Communicate effectively with stakeholders both in speech and in writing regarding all aspects of the event 9.3 Use professional presentation and reporting techniques (power point, slides, etc.) 9.4 Employ sensitivity in dealing with cultural communication differences 9.5 Communicate professionally and ethically with all event stakeholders
<b>10.</b> Employ information and communication technology appropriate to Events Management	10.1 Use information and communication technology to manage events 10.2 Market events through social media 10.3 Book event venues by using information and communication technology 10.4 Utilize information and communication technology for online event attendee registration and payment 10.5 Pay for event goods and services using information and communication technology 10.6 Monitor all stages of event execution using technology


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	such as two-way communication systems, mobile phones
<b>11.</b> Conduct impact analysis of events	11.1 Measure the economic impact of events on host communities 11.2 Assess the environmental impact of different types of events 11.3 Check the social impact of events on host communities 11.4 Assess the cultural impact of events on host communities 11.5 Formulate strategies to mitigate any negative social, economic, environmental impacts in future events 11.6 Modify future events based on the impact analyses reports
<b>12.</b> Conduct basic research in event business management to solve problems for competitive advantage	12.1 Identify areas of basic event business research (opportunities, challenges, processes, regulations, event attendee preferences, resources, management) 12.2 Develop a clear event management business research problem 12.3 Use appropriate techniques to obtain pertinent event business information from a variety of sources 12.4 Apply responsible and ethical behaviour to all aspects of the research process 12.5 Make recommendations that solve problems in the events industry 12.6 Make recommendations that aid the decision-making process in events management 12.7 Present research findings in a logical manner to all stakeholders


SECTION C		QUALIFICATION STRUCTURE					
FUNDAMENTAL COMPONENT  Subjects/ Courses/ Modules/Units	TITLE		Credits Per Relevant NCQF Level				Total  (Per Subject/  Course/ Module/ Units)
		Level [ 5]	Level [6]	Level [7]	Level [8]		
	Creative & Innovation Studies		12			12	
	Introduction to Computer Skills	10				10	
	Human Communication		12			12	
	Professional Communication Skills		12			12	
	Introduction to Business Management		12			12	
	Introduction to Web Technology		12			12	
	Customer Service		10			10	
	Business Communication			12		12	
	Desktop Publishing		10			10	
	Communication and Study Skills	10				10	
	Public Speaking and Presentation Skills		10			10	
	Principles of Accounting			12		12	
	Research Methodology		12			12	

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<b>CORE COMPONENT</b>  Subjects/Courses / Modules/Units	Event Operations Management			12		12
	Event Marketing and Sponsorship Management			14		14
	Law and Ethics for Event Managers			12		12
	Event Industry	10				10
	Entrepreneurship and Innovation in Events			15		15
	Health and Risk Management for Events			15		15
	Event Décor and Design	10				10
	Creative Event Design		12			12
	Event Production Management			15		15
	Events Catering Management			15		15
	Contemporary Issues in Events Management			14		14
	Event Budgeting and Funding			14		14
	Corporate Event Management			12		12
	Bidding and Securing and Event	10				10
	Event Impact Analysis			12		12
	Project Management for			14		14

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	Events					
	Sustainable Event Management			12		12
	Event Branding			14		14
	Applied Research/Project				14	14
	Professional Practice			20		20
<b>ELECTIVE/ OPTIONAL COMPONENT</b> <i>Subjects/Courses / Modules/Units</i>	Fashion Events		12			12
	Basic French		12			12
	Basic Chinese		12			12
	Cultural and Community Event Management			14		14
	Event Leisure and Entertainment			14		14
	Hospitality and Event Venue Management				12	12
	Marketing for Events	10				10
	Intercultural Communication			12		12
	Global Events and Festival Management				12	12

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<b>SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL</b>	
<b>TOTAL CREDITS PER NCQF LEVEL</b>	
<b>NCQF Level</b>	<b>Credit Value</b>
<b>Level 5</b>	<b>60</b>
<b>Level 6</b>	<b>150</b>
<b>Level 7</b>	<b>274</b>
<b>Level 8</b>	<b>38</b>
<b>TOTAL CREDITS</b>	<b>522</b>
<b>Rules of Combination:</b> <b>(Please Indicate combinations for the different constituent components of the qualification)</b>	
<ul style="list-style-type: none"> <li>The qualification in event management has a maximum of 484 credits.</li> <li>The Composition of the qualification has four levels: Levels 5, 6, 7 and 8 with core modules accounting for 276 credits, fundamental modules accounting for 136 credits and 72 credits for elective modules</li> <li>Credit Distribution Summary <ul style="list-style-type: none"> <li>Level 5: 60 (50 compulsory and 10 elective)</li> <li>Level 6: 150 (114 compulsory and 36 electives)</li> <li>Level 7: 274 credits (236 compulsory and 40 elective)</li> <li>Level 8: 38 credits (14 compulsory and 24 electives)</li> </ul> </li> <li>Students are required to select and register for electives. Students must take a minimum of 72 credits from electives.</li> </ul>	

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### **ASSESSMENT AND MODERATION ARRANGEMENTS**


- Assessment and moderation arrangements shall be carried out as per ETP's policies, which are aligned to BQA/National policies.
- Assessment weightings will be 60% for Formative assessment and 40% for Summative assessment
- The ETP will engage only BQA accredited assessors and moderators to carry out assessment and moderation.

### **RECOGNITION OF PRIOR LEARNING**

Candidates may submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable RPL policies and relevant national-level policy and legislative framework. Implementation of RPL shall also be consistent with requirements, if any, prescribed for the field or sub-field of study by relevant national, regional or international professional bodies.

### **CREDIT ACCUMULATION AND TRANSFER**

Credit Accumulation and Transfer (CAT) will be used for exemption from part of the qualification IN TERMS OF exemption from modules in which the prescribed learning outcomes for this qualification have already been achieved

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## **PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)**

This qualification is designed to facilitate vertical, horizontal and diagonal progression.

### • **Horizontal Progression**

Students may progress horizontally between qualifications if they meet the minimum requirements for admission to the target qualification. Other comparable qualifications to this qualification include:

- Bachelor of Business in Event Management
- Bachelor of Business Event Management and Marketing
- Bachelor of Tourism and Event Management
- Bachelor of Commerce in Event Management
- Bachelor of Arts in Event Project Management

### • **Vertical progression – Exit**


Students graduated from this qualification may progress to:

- Master of Arts in Events Management
- Master of Arts in Events Marketing
- Master of Arts Sports Management
- Master of Arts in Cultural Events Management
- Master of Arts in International Events Management
- Master of Arts in Events Design and Management

### • **Employment**

Graduates of the qualification may find employment in a range of public and private organisations for the following positions. Typical roles include:




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- Event Sales Manager
- Exhibitions Manager
- Event Venue Manager
- Event equipment Manager
- Facilities Manager
- Hospitality Manager
- Conference Centre Manager
- Event Manager
- Hotel Manager
- Outdoor Activity Manager
- Restaurant Manager
- Corporate Events Manager
- Sports Events Coordinator

### **QUALIFICATION AWARD AND CERTIFICATION**

#### **Minimum standards of achievement for the award of the qualification**

- Minimum requirement for award of a Bachelor of Arts in Event Management qualification is attainment of 484 credits
- Graduates will be issued a certificate and transcript upon successful completion of the qualification.

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## **REGIONAL AND INTERNATIONAL COMPARABILITY**

### **Summary of Benchmarking with other Institutions**

The qualification was compared with three Level 7 and one Level 8 qualifications from South Africa, New Zealand, Australia and the United Kingdom. The proposed qualification compares well with the four qualifications used in the benchmarking exercise.

### **Similarities**

The qualifications are all three-year qualifications. There are similarities in the exit-level outcomes as they relate to management of the process of planning, organising and executing a variety of events. There are also similarities in the learning content between the proposed qualification and the international qualifications.

### **Differences**

The major difference in the qualification stemmed the placement of events management. The qualifications' fundamental and electives (where they are offered) depend on whether events management is placed in business, commerce or arts learning fields. As would be expected the Level 8 qualification learning content was more advanced than that of the Level 7 qualifications, but it provides information that has been useful in the development of the proposed qualification

## **REVIEW PERIOD**

- Every five (5) years