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

SECTION A: QUALIFICATION DETAILS															
QUALIFICATION DEVELOPER (S)			Limkokwing University of Creative Technology												
TITLE		Bachelor of Arts (Honours) in Events Management										NCQF LEVEL		8	
FIELD		Services			SUB-FIELD		Events Management			CREDIT VALUE		120			
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							
RATIONALE AND PURPOSE OF THE QUALIFICATION															
<p>RATIONALE</p> <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 Sector, there are a lot of career opportunities in this sector (HRDC 2016-2018).</p> <p>The Botswana Government’s recognition of Creative Industries as job creators and wealth generators (HRDC, 2016) has led to a rise in the number of both local and international events of all types and sizes in the country. These events require the services of qualified event planners. Despite the seemingly large number of event planners, the challenge is that most do not have the relevant qualifications in event management and as such do not have the knowledge, skills and competences required to professionally and ethically manage events.</p>															

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The Event Management industry requires professionals who are highly organized, creative and who can pay attention to detail, as well as think analytically. Event managers are in constant interaction with clients and vendors. They, therefore, need excellent oral and written communication skills. The unpredictability nature of events requires people who can multitask, who could cope with pressure and stress and who can quickly find solutions to event problems as they arise. Event managers need to have customer care skills: they need the patience to go an extra mile for their customers. They also need the ability to manage people and their clients' expectations.

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. The vision points to the need to create job opportunities through diversification of economy into the services sector.

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. They have recognised that events are a dynamic part of a country's tourism export economy, and they also deliver meaningful social and cultural cross-cultural encounters.

The dynamic and continually evolving Events Industry has the potential to contribute to new venture creation and local employment opportunities. Because it is a multi-faceted and service driven industry, it requires skilled and knowledgeable employees who can solve problems by making research-based decisions. Graduates of the qualification develop competences required for management roles in the Events, Conferencing, Tourism and Hospitality sectors. The proposed qualification will not only produce graduate employees but graduates with knowledge and skills to set up and run their own small and medium scale events businesses.

Consultations with industry indicate the lack of specialized knowledge and skills for event management and related occupations in hotels, conferences, weddings, sports venues among others. The above demonstrate the need for qualified Event Managers in a variety of contexts in Botswana. This qualification in events management is developed in recognition of the skills gap for all types of 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 an effective contribution to work in a variety of organizations in the events industry and related sectors of the Botswana economy and beyond. The qualification will produce graduates:

- Manage the key processes involved in the execution of events.
- Manage the diverse nature of the events industry and the key players involved.
- Evaluate and use key trends, developments, challenges and opportunities in the events industry strategically for competitive advantage.
- Provide effective leadership and solve problems in the events and the industry.

ENTRY REQUIREMENTS (including access and inclusion)

Fulltime Entry Requirements:


- Minimum entry requirements will be NCQF Level 7 qualification in events management or related area.

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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SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Employ critical and analytical thinking in the process of managing events.	1.1 Analyse different types of events to identify prevailing problems in the various processes of managing events. 1.2 Collect data, opinions for various events stakeholders about the different types of events. 1.3 Critically analyse gathered data and opinions. 1.4 Evaluate the results of the analysis.

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	1.5 Make decisions on processes to use in managing events.
2. Manage accounting and financial activities of event projects	2.1 Implement the projected financial outcomes of events. 2.2 Appropriately allocate the financial resources to the various operational aspects of events 2.3 Monitor the flow of money for events to keep within the budget. 2.4 Analyse financial data received for future events decisions. 2.5 Accept responsibility for over expenditure in events.
3. Develop strong commitment to professionalism, ethics and accountability in the workplace	3.1 Develop standards for ethical and professional conduct in event management operations. 3.2 Design mechanisms to support and strengthen professional ethics. 3.3 Develop strategies for the promotion of ethical values and integrity. 3.4 Conduct ethics audits to identify risks to the integrity of event management processes. 3.5 Account for one's own roles and responsibilities in carrying out cut and evaluating tasks.
4. Manage the impact of cultural factors in events.	4.1 Formulate policies and procedures that encourage inclusion of local cultural aspects in events. 4.2 Analyse the cultural impact of events on society. 4.3 Develop strategies for mitigating the negative impact of events on culture. 4.4 Develop strategies for exploiting the positive cultural impact of events to add value to events. 4.5 Modify cultural events sensitively for inclusiveness.
5. Monitor the integration of creativity, innovation and entrepreneurship in events management.	5.1 Use décor elements creatively and innovatively to add value to events and create unique events. 5.2 Utilize attendee and participant feedback on events to develop events fit for specific contexts and clients. 5.3 Apply ethical conduct in the implementation of innovative event products and services. 5.4 Use analytical thinking to identify entrepreneurship niche opportunities in events management.


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	5.5 Use technology to modify events processes, procedures and resources to enhance creativity and innovation.
6. Manage risks at events.	6.1 Carry out an assessment of risks associated with different types of events. 6.2 Identify potential risks to event attendees, participants, staff, vendors and other stakeholders. 6.3 Assess the suitability of the event venue in terms of venue capacity and audience circulation capacity. 6.4 Create an emergency plan that has guidelines for emergency reporting, onsite emergency response, crowd control and evacuation procedures. 6.5 Implement guidelines for the delivery of safe events for all stakeholders.
7. Carry out primary research aimed at providing solutions to emerging problems in the events industry.	7.1 Articulate clear event management research problems and formulate hypotheses. 7.2 Select appropriate research methods and tools of qualitative and quantitative data analysis. 7.3 Apply research ethics and responsible conduct in the collection and analysis of data. 7.4 Present research findings through a structure of sustained and critical argument.
8. Conduct post-event evaluations to establish events' success.	8.1 Check the performance of the event through observation. 8.2 Collect feedback about the positive and negative aspects of events from event attendees, participants, vendors and suppliers. 8.3 Calculate return on investment (ROI) to determine the profitability of the event. 8.4 Assess the return on the event objectives (ROO) by measuring media coverage and mentions and social media mentions. 8.5 Write a detailed post-evaluation report.


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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]	
	Financial Management				10	10
	Project Management				12	12
CORE COMPONENT Subjects/Courses / Modules/Units	Strategic Event Management				12	12
	Event Impacts and Sustainability				12	12
	Applied Research in Event Management				30	30
	Managing Creativity and Innovation in Events				12	12
	Event Evaluation Techniques				10	10


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ELECTIVE/ OPTIONAL COMPONENT <i>Subjects/Courses / Modules/Units</i>	Event Operations Management				11	11
	Event Marketing Management				11	11
	Event Risk Management				11	11

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
Level 8	120
TOTAL CREDITS	120
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
<ul style="list-style-type: none"> The qualification Bachelor of Arts Honours in (Event Management) has a maximum of 120 credits. All the credits are derived from Level 8 modules. Core modules accounting for 76 credits, fundamental modules accounting for 22 credits and 22 for elective modules. Credit Distribution <ul style="list-style-type: none"> Level 8: 120 credits (98 compulsory and 22 electives) Students must take and pass all pre-requisite modules to be allowed to take successive modules. Students are required to select and register for two electives. Students must take a minimum of 22 credits for electives. 	

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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.
- 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.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

This qualification is designed to facilitate vertical and horizontal 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 - (NCQF Level 8)
- Bachelor of Business Event Management and Marketing - (NCQF Level 8)
- Bachelor of Tourism and Event Management - (NCQF Level 8)
- Bachelor of Commerce in Event Management - (NCQF Level 8)

• Vertical progression – Exit

Students graduated from this qualification may progress to:

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- Master of Arts in Events Management - (NCQF Level 9)
- Master of Arts in Events Marketing - (NCQF Level 9)
- Master of Arts Sports Management - (NCQF Level 9)
- Master of Arts in Cultural Events Management - (NCQF Level 9)
- Master of Arts in International Events Management - (NCQF Level 9)
- Master of Arts in Events Design and Management - (NCQF Level 9)

• **Employment**

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

- 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

To be awarded a Bachelor of Arts (Honours) in Events Management a learner must attain a minimum of 120 credits.

- A certificate and transcript will be issued upon successful completion of the **Bachelor of Arts (Honours) in Events Management** qualification.

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SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

The qualification was compared with qualifications in events management internationally because no Level 8 qualifications could be found regionally.

Similarities

The qualifications are similar in that they are all one-year qualifications that are named 'add-on or top-up'. The qualifications are similar in terms of content as reflected in the modules offered in marketing, finance, among others all the qualifications have compulsory and elective modules.

Differences

Outcomes for the qualifications are stated in two qualifications but not in the third. The qualifications' outcomes differ in that in one the emphasis is on decision-making and problem-solving in the events industry, while the other emphasizes event production. Two qualifications have research components in the structure but differ in that one is in the form of a research project while the other it is in the form of a research paper. The third qualification has no research component. One qualification differs from the other two in that it is the only qualification that has a specific module that addresses crises in events in the module 'Events Crisis Strategy'

REVIEW PERIOD

- Every five (5) years