

BQA NCQF QUALIFICATION TEMPLATE

| SECTION A: QUALIFICATION DETAILS | | | | | | | | | | | | | | | | | | |
|--|--|---------------------------------------|------------------------------|----------------------|--|----|--|------|--|---------------------------|--|------------------|--|---------|---|-----------------------|---|--|
| QUALIFICATION DEVELOPER (S) | | | Botswana Accountancy College | | | | | | | | | | | | | | | |
| TITLE | | Bachelor of Arts in Events Management | | | | | | | | NCQF LEVEL | | 7 | | | | | | |
| STRANDS (where applicable) | | N/A | | | | | | | | | | | | | | | | |
| FIELD | | Services | | | | | | | | CREDIT VALUE | | 495 | | | | | | |
| SUB FIELD | | Personal Services | | | | | | | | | | | | | | | | |
| New Qualification | | ✓ | | Legacy Qualification | | | | | | Renewal Qualification | | | | | | | | |
| | | | | | | | | | | Registration Code | | | | | | | | |
| SUB-FRAMEWORK | | General Education | | | | | | TVET | | | | Higher Education | | | ✓ | | | |
| QUALIFICATION TYPE | | Certificate | | I | | II | | III | | IV | | V | | Diploma | | Bachelor or | ✓ | |
| | | Bachelor Honours | | | | | | | | Post Graduate Certificate | | | | | | Post Graduate Diploma | | |
| | | Masters | | | | | | | | | | Doctorate/ PhD | | | | | | |
| <p>RATIONALE AND PURPOSE OF THE QUALIFICATION</p> <p>The Botswana economy has for many decades relied mainly on diamond mining. Over the years it has become apparent to the government that overreliance on one economic sector is risky and therefore diversification of the economy through tourism, hospitality and events has been identified as key (SONA, 2019). Currently, the country's tourism industry is poorly diversified along geographical and product line typologies. Therefore, in response to diversification challenges, the hosting and management of cultural festivals and related events for tourists is one strategic way to broaden the tourism product portfolio. The development of a robust events sector will no doubt</p> | | | | | | | | | | | | | | | | | | |

increase access and participation of citizens in national economic development in addition to broadening the portfolio of tourism products. However, the delivery of events and festival experiences requires qualified professionals. Currently, most employees who are working and planning events need upskilling because they do not have the requisite operational, supervisory and management skills to deal with events.

Industry technical reports such as the National Development Plan 11 (NDP 11), Vision 2036, and the Tourism Sector Human Development Plan (2014) highlight the need to develop an events management qualification geared towards the professionalization of the events sector. The Tertiary Education Policy (2008) and Vision 2036 (Government of Botswana, 2016) call for the development of a knowledge society and highlight the need for a diversity of skills. Botswana's Vision 2036 - Achieving Prosperity for all through Economic Diversification - points to the need to grow the events industry to unlock economic opportunities for the citizens through the tourism, hospitality and festival engagements. In support of this, the Human Resource Development Plan of the Tourism industry (2016) and the Botswana Tourism Board (2008) revealed that skills associated with the organization of exhibitions and conferences are not readily available and are lower level. The HRDC Top Occupations in High Demand Report (2016), points to the need for graduates in events management who possess a diversity of skills at higher levels.

To capitalize on Botswana's vast wildlife, natural beauty and geographic position that enables the country to be a hub for meetings, incentives, conferences and events (MICE), there is a need for the events and tourism sector to develop into a diverse industry with an educated and skilled workforce (Buochon, 2016). Meetings, Incentives, Convention and Exhibition (MICE) are increasingly playing an important role in economic development as evidenced by increased support from public and private sector event agencies across the globe. The MICE industry continues to grow on a global and regional scale which suggests that there is a need for further investments in facilities.

A recent survey found that there is a keen interest in the introduction of a qualification to develop the human resources to manage events in Botswana (Tourism Industry Needs Assessment Report, 2019). In this survey, 80% of the respondents agreed that the events qualification is relevant to the needs of Botswana (Tourism Industry Needs Assessment Report, 2019). The major findings illustrate that a qualification in events management is relevant

particularly because the sector is growing, and cursory evidence suggests there are very few people who can organize events professionally.

The same survey also indicates that 48.57% of respondents felt that there is demand for a qualification in events management. The needs survey was conducted among various stakeholders including: Botswana Tourism Organization (BTO), Hospitality and Tourism Association of Botswana (HATAB) and various event planners, event management companies and organizations such as accommodation establishments that cater for events tourism in Botswana. The demand for the qualification is based on its ability to provide certain soft skills that respondents have identified. These include customer service skills, financial skills, communication skills and a strong work ethic. It is believed these skills can satisfy the labour market needs. In addition, the respondents identified conceptual design and staging of events, business development as well as allocation and control of event project resources as important learning outcomes.

The qualification is designed to develop the knowledge, skills and attributes of events management professionals who can function effectively in the dynamic field of the service sector. The qualification will produce graduates who have demonstrated the skills needed by employers in the events industry. These include the key soft skills such as interpersonal, communication, technological, responsibility, people management skills, honest and ethical approaches, problem-solving and critical analysis, collaboration, and teamwork - that are a priority for the 21st-century employer. These skills, along with discipline-specific skills, can enable graduates to be globally, socially, and ethically aware of the contemporary business environment within which the events management sector operates. The qualification is therefore developed to provide an entry criterion to the events management profession and to provide the current and prospective events practitioners and managers with a professional qualification that is career-related.

The events management qualification has been designed with a greater emphasis on employability and career development, innovation and striking a balance between academically driven content and practical industry focus. Given the dynamic environment in which tourism and hospitality sector operates, along with employer demands, the qualification offers an innovative and comprehensive learning experience ensuring that graduates are well-prepared for industry employment and entrepreneurship opportunities.

Qualification Purpose

The purpose of this qualification is to produce graduates with specialised knowledge, skills and competence to:

1. Plan, organize, and coordinate various types of events, including conferences, weddings, parties, corporate events, and more.
2. Manage Finances specific to the event industry, including cost estimation, budget development, and financial tracking.
3. Market events effectively, including developing promotional strategies, creating marketing materials, and utilizing social media and other promotional channels.
4. Manage risks associated with events, including contingency planning, safety and security measures, and emergency response protocols.
5. Manage relationships, including understanding client needs, negotiating contracts, and providing excellent customer service.

Use various management software and technology tools in the industry to streamline processes, manage registrations, track attendees, and evaluate event success.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

- Certificate IV, NCQF Level 4 (e.g. BGCSE, IGCSE or equivalent) with passes in Mathematics and English.
- Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT) will be considered on a case-by-case basis for entry following institutional and National RPL and CAT policies.

| SECTION B QUALIFICATION SPECIFICATION | |
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| GRADUATE PROFILE (LEARNING OUTCOMES) | ASSESSMENT CRITERIA |
| <p>LO 1: Identify the theories, concepts, principles, and practice from the management areas of operations, finance, human resources, economics, and marketing, as well as the policy and planning in events industries</p> | <p>1.1 Demonstrate an understanding of the relevance of theories of psychology and management in Crowd gatherings.</p> <p>1.2 Demonstrate an understanding of consumer profiles and their behavior in the management of events.</p> <p>1.3 Demonstrate an understanding of the internal and external environment and its events management role</p> <p>1.4 Analyse the association between events and destination management.</p> <p>1.5 Relate research output and professional practice in the organization of the events industry.</p> |
| <p>LO 2: Provide an opportunity for analytical, research and creative skills to be developed and applied in the events industry environment.</p> | <p>2.1 Apply basic research methods related to the events sector.</p> <p>2.2 Develop appropriate research skills in the planning and design of events</p> |

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| | <p>2.3 Recognize the importance of health, safety, and risk factors in the planning of events.</p> <p>2.4 Demonstrate understanding of sensory audits in the design of event experiences.</p> |
| <p>LO 3: Apply relevant managerial knowledge in planning and execution of events following appropriate procedures</p> | <p>3.1 Identify best practices in health and safety provision and legal services following appropriate recommended events industry practices</p> <p>3.3 Efficiently and effectively manage and control a wide range of resources within the events industry</p> <p>3.4 Critically evaluate events service providers' operations and management.</p> <p>3.5 Plan and execute practical activities following appropriate procedures</p> <p>3.6 Identify ethical issues likely to arise in the professional event practice</p> |
| <p>LO 4: Demonstrate ability to design, create, plan, and stage an event focusing mainly on content, entertainment and environment designs</p> | <p>4.1 Evaluate the allocation, direction and control of resources required for an event project</p> <p>4.2 Assume responsibility to design, execute and manage events</p> <p>4.3 Apply multi-disciplinary management techniques to solve complex problems in events</p> <p>4.4 Communicate effectively by oral, written, and visual means</p> |

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4.5 Demonstrate ability to effectively work in teams, collaborate and account for individual and group effort.

| SECTION C | QUALIFICATION STRUCTURE | | | | |
|--|---|---------------------------------|-------------|-------------|---------------|
| COMPONENT | TITLE | Credits Per Relevant NCQF Level | | | Total Credits |
| | | Level [5] | Level [6] | Level [7] | |
| FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units | Learning and Academic Skills | 10 | | | 10 |
| | Introduction to Venture Creation | 20 | | | 20 |
| | The Use of ICT & Learning resources | 10 | | | 10 |
| | Business Communication | 15 | | | 15 |
| | Introduction to Financial and Cost Accounting | 20 | | | 20 |
| | Tourism and Hospitality Concepts | 20 | | | 20 |
| | | | | | |
| CORE COMPONENT | Event Professional Development | | 20 | | 20 |
| | Event Operations | | 20 | | 20 |

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|------------------------------------|--|--|----|----|----|
| Subjects/Courses/ Modules/Units | Food Production and Service | | 20 | | 20 |
| | Human Capital Development | | 20 | | 20 |
| | Business Finance | | 20 | | 20 |
| | Customer Service | | 20 | | 20 |
| | Business Research Methods | | 20 | | 20 |
| | Enterprise and Business Leadership | | 20 | | 20 |
| | Event Sponsorship and Fundraising | | 10 | | 10 |
| | Event Experience and Design | | 20 | | 20 |
| | Risks Management in Events | | 20 | | 20 |
| | Event Marketing and Communication | | 10 | | 10 |
| | Work placement Internship | | 20 | | 20 |
| | Crisis Communication and Reputation Management | | 20 | | 20 |
| | Consumer Behaviour | | | 20 | 20 |
| | Strategic Management | | | 20 | 20 |
| | Advanced Events Technologies | | | 20 | 20 |

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| | Innovation and Product Development | | | 40 | 40 |
|----------------------------|--------------------------------------|---------------------------------|-----------|-----------|---------------|
| | Independent Study (Research Project) | | | 40 | 40 |
| | TOTAL CREDITS | | | | 495 |
| STRANDS/ SPECIALIZATION | Subjects/ Courses/ Modules/Units | Credits Per Relevant NCQF Level | | | Total Credits |
| | | Level [] | Level [] | Level [] | |
| 1. | | | | | |
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| 2. | | | | | |
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| Electives | | | | | |
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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

| NCQF Level | Credit Value |
|----------------------|--------------|
| Level 5 | 95 |
| Level 6 | 260 |
| Level 7 | 140 |
| TOTAL CREDITS | 495 |

Rules of Combination:

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

Typically, the qualification comprises fundamental and core modules. There are six fundamental modules at level 5 the remaining modules being core at level 6 with 12 modules, and internship and level 7 with 6 modules. All core modules are compulsory. The credits distributed across the qualification are as follows:

Fundamental Modules = 95

Core Modules = 400

Total credit = 495

To progress in the qualification, learners must meet the credit requirements at each level of the qualification. The modules at each level of the qualification are not prerequisites of each other and may be arranged and offered in any sequence. The rule for progressing from one level to the next is based on the number of credits accumulated.

The 20-credit module Work Placement Internship runs as a “sandwich” between the last semester of Level 6 and the first semester of Level 7.

ASSESSMENT ARRANGEMENTS

Assessment shall take different forms including formative and summative depending on the module. A variety of assessment methods will be used, e.g., self-assessment tests, posters/presentations, written assignments, portfolios, and reflective essays and case studies assessments.

Formative assessment

Formative assessment methods will be employed to provide learners with feedback on their achievement. Formative assessment will have 40% weighting. Examples of formative assessments include course work, seminar and tutorial work, group discussions, debates and written observations after activities. Where the module is assessed solely by coursework, the weight of the formative assessment shall total 100%.

Summative Assessment

Summative assessment shall consist of final examination which shall weigh 40% against formative assessment.

MODERATION ARRANGEMENTS

Moderation Arrangements

The moderation will be done by registered and accredited moderators. The following shall apply for both internal and external moderation following the applicable academic regulations and policies.

RECOGNITION OF PRIOR LEARNING

Candidates wishing to apply for Recognition of Prior Learning (RPL) shall submit their application for recognition during the normal application period. RPL allows for the recognition of knowledge and skills acquired through formal learning experience. In applying for RPL candidates are to provide the following documentary evidence: a learning portfolio.

CREDIT ACCUMULATION AND TRANSFER

CAT policies will be applicable in gaining credits towards graduation.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Vertical Pathways

The qualification can articulate vertically onto Bachelor's (Honors) Events Management at NCQF Level 8, or Postgraduate certificate/diploma in Events Management (NCQF Level 8).

Horizontal Pathways

The qualification articulates horizontally onto Bachelor of Arts in Culinary Arts NCQF Level 7, Bachelor of Arts in Tourism Management NCQF Level 7, Bachelor of Arts Hospitality NCQF Level 7 or Bachelor of Business Administration NCQF Level 7.

Employment Pathways

With this qualification, graduates will have the requisite competences and attributes to work as:

- Exhibitions and trade shows Managers
- Festivals and cultural events Managers
- Outdoor events Managers
- Conferences and Banqueting Managers
- Corporate Hospitality Managers
- Incentive Travel Managers
- Sponsorship, fundraising and public relations Managers
- Wedding and Event Planners
- Event Logistics Managers
- Conference and Events Coordinators

QUALIFICATION AWARD AND CERTIFICATION

Successful candidates will be issued with a Certificate for *Bachelor of Arts in Events Management*. A learner must acquire 495 credits to be awarded the Bachelor of Arts in Events Management qualification.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification has been compared to other similar qualifications regionally and internationally. Regionally it was compared to Bachelor in Tourism, hospitality, and Events Management offered by International University of Management in Namibia. Internationally it was compared to BSc (Hons) International Event Management, the University of Surrey (United Kingdom) and Bachelor of Arts (Hons) in Events Management from the University of Greenwich in the United Kingdom.

The University of Surrey provides several business and tourism programs, whereas Greenwich University has more events and relatively few professional development modules. The International University of Management (IUM) Namibia offers more business programs and less event-specific modules, while Professional Development modules are few. The University of Surrey's qualification includes 14 event-specific courses but fewer business and professional development units. Finally, the Greenwich University certification integrates the events and tourism pillars, with events management courses dominating. As a result, there are courses devoted to events and tourism, as

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well as business and less professional development programs. Surprisingly, there are core modules as well as optional modules.

The compared qualifications are similar in terms of the general exit outcomes, entry levels and to some extent the structure. Though all the qualifications have common modules, this qualification is a bit different to others when it comes to electives. It does not offer any electives while the qualifications compared to have electives. The qualification from the International University of Management has very few elective modules offered in the last year of study.

It also must be noted that all the qualifications give more weight to coursework than the final examination.

There is a notable difference in terms of the titles of the qualification, while the IUM's qualification is offered at the same level as this qualification the title is a bit different but offers comparable content. The qualification from the University of Surrey has the same title as this qualification except that it is honours (As for the University of Greenwich qualification). Though these qualifications are honours, they provide the same content.

The credits vary depending on the module. Some institutions have ten, fifteen, or twenty. Regardless of variances, the minimum grant of certification in all institutions is the attainment of a minimum of 360 credits during three years.

Generally, this qualification compares well with similar qualifications regionally and internationally.

REVIEW PERIOD

Every five (5) years

For Official Use Only:

| CODE (ID) | | | |
|-------------------------|------------------|---------------------------|-----------------------|
| REGISTRATION STATUS | BQA DECISION NO. | REGISTRATION START DATE | REGISTRATION END DATE |
| | | | |
| LAST DATE FOR ENROLMENT | | LAST DATE FOR ACHIEVEMENT | |
| | | | |