HIGHER NITEC IN SERVICES – EVENT MANAGEMENT
Course Code: HS2EV / Plan Code: HS2EV

COURSE OBJECTIVE
This course provides students with the skills and knowledge in conceptualising, planning and executing events for the 'Meetings, Incentives, Conventions and Exhibitions' (MICE) and events industry.

COURSE STRUCTURE
Core/Specialisation Modules

S/N	Module Details	Module Code	Module Objectives
MSC: Essentials of Event Management			
C1	**Introduction to Events** 30 (T) 30 (P) Credits 3	**EV43001FP**	On completion of the module, students should be able to gain an overview of the event industry to determine the event objectives and the genres, categorise the scale and structure of local and international events, and map out the planning stages for a successful event.
C2	**Event Business Environment** 40 (T) 20 (P) Credits 3	**EV43002FP**	On completion of the module, students should be able to gain insights into future industry transformation roadmaps, observe and analyse the regulatory and environmental factors impacting business trends and operations.
C3	**Event Operations** 30 (T) 30 (P) Credits 3	**EV43003FP**	On completion of the module, students should be able to prepare and execute an event operations plan for various genre of events. They should also be able to handle marketing activities and monitor onsite activities.
MSC: MICE & Digital Events			
C4	**Meeting, Incentive, Convention & Exhibition 1** 30 (T) 30 (P) Credits 3	**EV43006FP**	On completion of the module, students should be able to differentiate the four pillars of the MICE industry i.e. meetings, incentives, conventions and exhibitions. They should be able to determine the key purpose of having conference and exhibitions, the impact it has for the country, and also be able to plan an event programme, coordinate basic logistics activities and observe industry trends and practices in the MICE industry.
C5	**Digital Event Management** 20 (T) 40 (P) Credits 3	**EV53002FP**	On completion of the module, students should be able to determine the purpose of various types of digital events, and choose the appropriate technology and platform to deliver the virtual event. Students should also be able to design a comprehensive digital event planning checklist to successfully plan and execute a digital event.
MSC: Special Events & Experience Management			
C6	**Festivals & Celebrations** 20 (T) 40 (P) Credits 3	**EV43007FP**	On completion of the module, students should be able to differentiate between festivals, celebratory events, and incentive travel. Students should be able to plan, design, and manage the celebratory experience.

C7	**Facilities & Venue Management** 30 (T) 30 (P) Credits 3	**EV53003FP**	On completion of the module, students should be able to select event venue, plan and manage event venue facilities, maintain inventory and handle loan of equipment in compliance with safety guidelines.
C8	**Event Experience Management** 30 (T) 30 (P) Credits 3	**EV53004FP**	On completion of the module, students should be able to define audience's goals, motivations and needs of attending an event. They should be able to design an engagement plan to engage attendees via multiple platforms to enhance and measure audience engagement for an enriching event experience.
MSC: Event Sales & Marketing			
C9	**Event Sales & Sponsorship** 30 (T) 30 (P) Credits 3	**EV43005FP**	On completion of the module, students should be able to effectively utilise strategies and techniques to assess and analyse client's needs and motivations, negotiate and propose value driven solutions to generate revenue and garner sponsorship for events.
C10	**Meeting, Incentive, Convention & Exhibition 2** 30 (T) 30 (P) Credits 3	**EV53001FP**	On completion of the module, students should be able to prepare a marketing plan to effectively position and market a MICE event to its target audience. Students should be able to conduct a post event plan as a closure to any MICE event.

Abbreviations: T - Theory, P - Practical, MSC - Modular Skills Certificate

CREDITS FOR CERTIFICATION
Total of 30 credits from successful completion of 10 Core/Specialisation modules.

Applicants who do not meet the entry requirements for Core/Specialisation modules will need to complete 12 credits from 4 Foundation modules before taking Core/Specialisation modules.

Foundation Modules

S/N	Module Details	Module Code	Module Objectives
F1	**Business Communication** 30 (T) 30 (P) Credits 3	**BS33004FP**	On completion of the module, students should be able to apply essential communication skills to prepare business documents and presentations.
F2	**Social Media Marketing** 30 (T) 30 (P) Credits 3	**BS33008FP**	On completion of the module, students should be able to develop social media content and apply online media tools to execute the organisation's social media marketing strategies.
F3	**Service Excellence** 40 (T) 20 (P) Credits 3	**BS33011FP**	On completion of the module, students should be able to understand the concepts of service delivery, identify and respond to customers' needs and expectations, create and deliver value to build positive customers' experience and increase organisational profitability.

F4	**Innovation & Entrepreneurship** 20 (T) 40 (P) Credits 3	**BS33009FP**	On completion of the module, students should be able to explore opportunities for value-creation with an innovative mind-set. Students should gain an overview of innovative strategies and be able to integrate Design Thinking and entrepreneurship concepts for a business venture.

Abbreviations: T - Theory, P - Practical

VENUE
ITE College Central

Note:
1) The training schedule of lessons is subject to change.
2) Depending on the demand, not all the modules in the CET *Higher Nitec* in Services courses will be offered in each intake. Where the modules are offered and there is insufficient enrolment, the classes will be cancelled and a full refund will be given to the affected students.