

Diploma (Specialized in Event Management)

OVERVIEW

The Diploma (Specialized in Event Management) is designed to cover specific features of the event management industries from both and international perspectives. The course gives the students the knowledge, understanding and skills that they need to prepare for employment.

PROGRAMME OBJECTIVES:

This programme aims are to equip students with applied knowledge, understanding and skills for success in employment in the Event Management industries and develop a wide range of skills and techniques, personal qualities and attributes essential for successful performance and immediate contribution to employment.

ASSESSMENT METHODS:

Combination of Coursework & Examination

NUMBER OF MODULES:

5

DURATION COMPONENTS:

Classroom Training Hours: 30 Hours Per Module

MODULE SYNOPSIS:

DS306 English for Hospitality and Tourism Management

Students practice using English to communicate and provide services in events, tourism and hospitality industry in Singapore. Upon completion of this module, the students will be able to develop the English language and communication skills required by students to communicate effectively in their future careers and communicate in a given situation accurately

DS308 Service Quality Management

Service Quality Management is essential in all sectors to gain competitive advantages in the market. An organisation needs to provide good/quality customer service to all types of customers, including potential, new and existing customers. Customer needs and customer satisfaction can be considered as something that is at the centre of every successful business and building life-long customer relationships.

Upon completion of the module, students will be able to:

- discuss the principles, concepts and models on service quality and excellence.
- identify and analyse the specific skills and strategies are needed that lead to the successful implementation of service quality in the organisation
- understand practical communication skill in customer relations and services and learn how to deal with various customer-related situations, which is also an integral part of services industries
- managing customer relationships in service industries and to appreciate the importance of customer satisfaction and service recovery as well as the value of loyal customers

PROGRAMME OUTCOMES:

Upon completion of the programme, the students will be able to:

- develop an understanding of the fundamental concepts in event management;
- develop a good analytical ability in event management
- improve communication skills
- demonstrate interpersonal, self-study, research and presentation skills through the course
- have adequate preparation for their careers or further studies in events, hospitality or tourism management area.

AWARDING BODIES:

Global School of Technology and Management

TOTAL CONTACT HOURS:

150

DS307 Introduction to Hospitality and Tourism Industry

This module aims to provide students with an understanding of the tourism and hospitality industry, including its issues and development in Singapore and worldwide. This module also helps students to understand tourism and hospitality by providing them with the basic concepts, knowledge and theories of the industry as well as related practical experiences.

DS309 Cultural, Festival and Special Events Management

The module aims to introduce students to the theoretical, academic and professional skills required to manage artistic and cultural events in the cultural sector. It provides students critical frameworks to understand the issues related to art festivals management and helps students to develop their knowledge of the contemporary problems associated with the management of art festivals, equipping them with theoretical and practical management skills

DS312 Research Project

The module will enable students to experience research skills. It is a guided research module where students can identify and explore in detail a topic of their choice, using either quantitative or qualitative research methods (or a mix of both). Students will work as part of small teams to draw together strands from the previous modules and apply them to an area of research in-depth, investigation and reports the findings.

Upon completion of the module, students will be able to:

- develop research, writing and analytical skills by focusing on a topic of interest and conducting an in-depth investigation
- analysis and evaluation to help them present the consistent and original argument for appraisal