

# Specialist Diploma in Event Management

## OVERVIEW

The Specialist Diploma in Event Management provides the opportunity for students with or without experience to develop an understanding of the events industry and gain an insight into their competitiveness and sustainable management.

### PROGRAMME OBJECTIVES:

The programme objectives are to equip students with applied knowledge, understanding and skills for success in employment in the Events Management sector. It is also developing a wide range of skills and techniques, personal qualities and attributes essential for successful performance and immediate contribution to employment. It is an ideal course for anyone at the beginning of their career or looking to improve their qualifications or career prospects in Event Management and its related industries.

### ASSESSMENT METHODS:

Combination of Coursework & Examination

### NUMBER OF MODULES:

6

### DURATION COMPONENTS:

Classroom Training Hours: 30 Hours Per Module

### MODULE SYNOPSIS:

#### SD401 Marketing for Services Industry

This module provides students with an introduction to marketing and its role in the services industry. It gives students an overview of the principles underpinning marketing activities and is both an introduction to the subject area.

#### SD409 Introduction to Event Management

The events industry is booming and become central to our culture as perhaps ever before. Customer behaviours changing from investment their disposable income in material goods to choose to increases in leisure time and discretionary spending have led to a proliferation of public events, celebrations, festivals and entertainment, making the events sector one of the fastest-growing segments of tourism in the world. Upon completion of the module, students will be able to do researching, planning, coordinating, marketing, management and evaluation of special events and the important of professionalism in event management.

#### SD405 Service Delivery and Customer Satisfaction

It is essential 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. An act of taking care of the customers' needs by providing and delivering professional, helpful and high-quality service and assistance before, during and after the customer's requirements are met can lead to greater customer satisfaction, more enjoyable experience for them. Students learn to critically and strategically about opportunities and issues that emerge in service industries and to confidently apply services marketing concepts and frameworks to formulate valuable solutions and analyse the service delivery process and discover the critical success factors of service quality.

### PROGRAMME OUTCOMES:

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

- develop an understanding of the hospitality operation, examining standards and services consistency in a range of areas
- explore different forms of tourism and identify how these are used in destination development and promotion, gaining knowledge of tourism supply and demand
- develop a good analytical ability in event management and operation
- 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, tourism or hospitality management area.

### AWARDING BODIES:

Global School of Technology and Management

### TOTAL CONTACT HOURS:

180

#### SD402 Financial Accounting in the Service Industry

This module will provide opportunities for students to learn basic accounting and finance. Students will acquire the necessary accounting skills and knowledge for recording accounting transactions and preparation of financial statements for organisations. The module aims to provide students who are not majoring in accounting or finance to understand the accounting process and to develop skills necessary to evaluate an organisation's financial position, and it is operating, investing and financing activities.

#### SD406 Business Environment

This module course examines the opportunities and challenges that contemporary managers confront when conducting business across national borders. It addresses the complex environment of business for economic, political, legal, technological, demographic, social-cultural, ethical as well as ecological environments. This module focusses on the influences of various external environments at local, national and international levels on business organisations.

#### SD410 Contemporary Issues in Cultural Event Management

This module focuses on current issues in contemporary event management practices and principles. The students will learn about the key challenges, innovations and issues shaping events management now and, in the future, and develop skills and knowledge that could lead to a successful international events management career in these industries. Students also expected to critically evaluate current discourse and debate in the sector relevant to their developing professional practice as cultural event managers. Students may discuss issues relating to the impact of events and examine the management challenges of holding events.