

Higher Diploma in Event Management

OVERVIEW

The Higher Diploma in Event Management combines Specialist and Advanced Diploma content from Levels 4 and 5, meeting the demand for event professionals in Singapore, the "Events Capital of Asia." The program offers a comprehensive education in event creation, design, planning, marketing, operations, and more, emphasizing teamwork and generic skills. It includes an Industry Attachment (IA) for real-world experience and an Industry Project as an alternative. Graduates are well-prepared for event careers or further studies, reflecting the program's commitment to a practical education for success in this precise industry.

PROGRAMME OBJECTIVES

The Higher Diploma in Event Management offers a comprehensive education covering specialist and advanced levels. It equips students with in-depth knowledge in event management, encompassing event creation, design, planning, digital marketing, operations, human resources, risk management, and evaluation. Emphasis is placed on fostering teamwork, enhancing problem-solving skills, and nurturing creativity, all vital in the dynamic event industry.

Students gain practical experience through the Industry Attachment (IA), providing real-world exposure in event management. In cases where IA is unattainable, the Industry Project allows for individual research on relevant event industry topics. The program also provides a global perspective, focusing on Singapore's role as the "Events Capital of Asia." Students gain insights into the diverse events hosted in Singapore, strengthening their employability and understanding of event success, including planning, marketing, and evaluation.

ASSESSMENT METHODS:

Combination of Coursework and Examination

MODULE SYNOPSIS

SD401 Marketing for the Services Industry

This introductory module provides students with a comprehensive understanding of marketing and its significance in the services industry. It covers the fundamental principles of marketing and offers insights into its application within organisations. By the end of this module, students will possess the ability to elucidate marketing principles, assess external business environments, gather and analyse data, critically evaluate marketing strategies, communicate effectively using various business media, and demonstrate awareness of contemporary marketing issues. This module serves as a foundational stepping stone for students embarking on their marketing journey, equipping them with essential skills and knowledge for success in the field.

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.

SD409 Introduction to Event Management

The events industry thrives thanks to evolving consumer behaviors, increased leisure time, and discretionary spending, becoming a vital part of our culture. This growth drives public events, festivals, and global tourism. The module's objectives introduce students to event research, planning, coordination, marketing, management, and evaluation, equipping them with theoretical, academic, and professional skills for sustainable event production and critical frameworks. It fosters professionalism, covering knowledge, theory, methodologies, and ethics to prepare students for success in this dynamic field.

NUMBER OF MODULES:

15

DURATION COMPONENTS

Classroom Training Hours: Approximately 36 Hours Per Module

PROGRAMME OUTCOMES:

Upon program completion, students will:

- Develop a deep understanding of event management, acknowledging its multidisciplinary nature and diverse elements contributing to success.
- Cultivate confidence and enthusiasm for the dynamic event field, embracing its constant evolution.
- Apply best practices to innovate event planning and execution, emphasising creativity.
- Master elements of various event types, from venue selection to logistics and security, ensuring holistic logistics grasp.
- Acquire vital management skills, including budgeting, risk mitigation, and contingency planning for precise execution.
- Recognize challenges in delivering exceptional customer service within event management and offer actionable improvements.
- Demonstrate proficiency in interpersonal communication, research, and effective presentation.
- Prepare for event management careers or further studies, possessing a solid knowledge and practical skills foundation to excel in the industry.

AWARDING BODIES:

Global School of Technology and Management

TOTAL CONTACT HOURS:

480

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. This 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. It is operating, investing and financing activities.

SD406 Business Environment

This module explores international business, addressing opportunities and challenges in the global landscape. It covers economic, political, legal, technological, demographic, socio-cultural, ethical, and ecological factors shaping the business environment. It equips students with skills to elucidate key business environment features, analyze global factors' impact, discuss effects on business operations, differentiate internal and external influences, and develop case analysis, presentation, communication, and teamwork skills.

SD410 Contemporary Issues in Cultural Event Management

This module explores contemporary event management, equipping students with vital skills and knowledge for international event management careers. It emphasizes understanding current and future challenges, innovations, and issues shaping the field. Students critically evaluate discourse relevant to cultural event management, addressing topics like event impact, CSR, staffing, cultural diversity, and social media challenges. Learning objectives include discussing modern management practices, fostering industry awareness, evaluating field-specific issues, and forming informed opinions on current and future sector implications, preparing students for expertly navigating event management's dynamic landscape.

The module on Managing Organisation and Human Resources delves into the critical role of effective human resource management in achieving organisational success. It revolves around comprehending the fundamental principles of people management that influence employee behaviour, attitudes, and performance. The primary learning objectives of this module encompass recognising the significance of human resource management for achieving both individual and organisational goals within the workplace, understanding the principles underpinning successful people management in various organisational contexts, acquiring the skills to navigate change constructively through effective management, gaining insights into contemporary best practices in people management concepts, and fostering reflective thinking for personal and professional development.

AD511 Event Venue and Space Management

The event industry experiences domestic and international growth, prompting investments in event and leisure facilities. Managers in this dynamic field need holistic understanding of features, challenges, practices, and trends. As events attract diverse crowds, crowd management is crucial. Managers require skills in marketing, ticketing, evaluation, and operational aspects of various venue spaces (sports, recreation, and facilities). This module covers indoor stadiums, athletic fields, and diverse events. Students learn through hands-on experiences, gaining skills for facility and event management, transferable across industry roles.

AD512 Sustainable Design and Creativity for Events

Sustainable event design and creativity are increasingly vital due to growing awareness of event environmental impacts. Incorporating environmental considerations into event planning ensures successful and sustainable events, aligning with industry trends and recognising multifaceted factors affecting event environments. This module involves crafting and presenting event concepts, immersing students in event experience design and management principles. It fosters a critical appreciation of how event elements create cohesive designs. Students respond to an arts organisation's brief while developing event proposals showcasing creative and practical expertise, emphasising interactive elements and experience design. The focus is on delivering memorable events with added value for clients and audiences, through symbolic interaction, theatrical principles, and experiential theory.

AD515 Digital Futures for Events, Marketing and Communications

The events industry spans sports, festivals, conferences, and more, expanding rapidly as a significant economic contributor. However, growth introduces complexity with evolving regulations and increased government and corporate involvement. Event managers now balance diverse stakeholder needs and employ effective planning and marketing communication for success. Digital media introduces innovative event marketing methods, like Alternative Reality Games and Pop-up Shops, alongside traditional approaches. This module enhances students' knowledge and skills in digital events, marketing, and communication tools, equipping them with a conceptual framework and practical techniques relevant to the evolving industry. It covers principles of sales, marketing, and communication, emphasising objective development, action planning, budgeting, and monitoring.

ADIP509 Industry Project

The Industry Project serves as an alternative when securing an industrial attachment is not possible. It entails a 2-month individual project, the "Industry Project," which involves producing a 5000-word report. The selected topic must align with the events industry and receive school approval. Students have a 2-month timeframe post-approval to complete the project, providing a chance to apply their knowledge in practical scenarios, ideally addressing management challenges or opportunities within an organisation.

The Industry Project tasks students with managing event project objectives, applying acquired knowledge to real-life scenarios. Regular supervisory meetings with advisors are expected, and a formal presentation is required to showcase project outcomes.

This module delves into the multifaceted world of MICE (Meetings, Incentives, Conventions, and Exhibitions) within the tourism sector, encompassing principles, practices, and critical success factors of these business events. It places a strong emphasis on evaluating the needs and management processes required for the successful organisation of such events. The key learning objectives revolve around describing MICE principles and practices, comparing international and Singaporean MICE practices, identifying ethical concerns in MICE management, analysing factors affecting critical success in MICE operations, providing recommendations for MICE management, and evaluating MICE development on local, national, and regional scales.

AD513 Law, Operations and Logistics for Festivals and Live Events

Singapore's vibrant event scene, filled with festivals and live events, offers an excellent backdrop for studying event planning and management, including legal considerations, logistics, and operations. This module focuses on operational efficiency's pivotal role in successful event execution, providing practical insights into event management principles such as logistics, human resources, finance, risk assessment, transportation, and time management. It covers key aspects like legislation, contracts, licensing, budgeting, risk mitigation, crowd control, health and safety regulations, and planning schedules essential for event planning and implementation success. Additionally, it deepens understanding of the complex event planning and execution processes, addressing operational challenges unique to various event types, fostering a holistic appreciation of multifaceted event operations' pivotal role in success.

AD514 Event Innovation Project

Innovation is vital for successful events, involving creative idea generation, effective management, and presentation. It gains significance when applied for economic, social, or political benefits. This module has multifaceted objectives: to foster appreciation for innovation in the business and events sectors, especially in competitive event landscapes; explore idea generation techniques, business concept development, execution, and management for tangible value; enable students to design events that engage residents and attract visitors while conveying the destination's brand personality; and equip students with research, presentation, organisational, event design, implementation, and evaluation skills for successful event management.

ADIA508 Industry Attachment

The Higher Diploma in Event Management includes a 6-month Industrial Attachment, a vital part of students' development. All students must complete this attachment in their respective disciplines. GSTM facilitates the process, providing students with real-world experience.

During this attachment, students gain experiential learning outside the classroom, engaging with different organisations offering diverse training modes. This internship bridges the gap between theory and practice, improving job skills, decision-making abilities, communication, and understanding career options. It exposes students to real-world group dynamics.

The program aims to contribute to the industry, develop work-based skills, professionalism, and readiness for future careers. It enhances classroom learning, applying theory to practice, and boosts cross-cultural communication skills for a smooth transition to the workplace upon graduation from GSTM.