

HIGHER DIPLOMA IN EVENT MANAGEMENT

ASSESSMENT METHODS

Module No	Module Code	Module Name	Assessment Method
1	SD401	Marketing for the Services Industry	70% Coursework 30% Examination
2	SD409	Introduction to Event Management	100% Coursework
3	SD405	Service Delivery and Customer Satisfaction	100% Coursework
4	SD402	Financial Accounting in the Service Industry	70% Coursework 30% Examination
5	SD406	Business Environment	70% Coursework 30% Examination
6	SD410	Contemporary Issues in Cultural Event Management	100% Coursework
7	AD511	Event Venue and Space Management	100% Coursework
8	AD512	Sustainable Design and Creativity for Events	100% Coursework
9	AD513	Law, Operations and Logistics for Festivals and Live Events	100% Coursework
10	AD505	Managing Organisation and Human Resources	70% Coursework 30% Examination
11	AD514	Event Innovation Project	100% Coursework
12	AD515	Digital Futures for Events, Marketing and Communications	100% Coursework
13	AD507	Managing the MICE Industry	100% Coursework
14	ADIA508	Industry Attachment	100% Coursework + Continuous Assessment as follow: 30% Industrial Attachment Log Book & Oral Interview

Module No	Module Code	Module Name	Assessment Method
			• 40% Internship Report • 30% On-job performance
15	ADIP509	Industry Project	100% Coursework + Continuous Assessment as follow: • 10% Proposal • 30% Project Execution – Case Study and/or Project-based work • 40% Project Report – Case Study and/or Project-based work • 20% Individual Presentation