

EMT101 Events Planning and Management

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

EMT101 Events Planning and Management aims to provide students the foundations necessary to understand the issues on how to plan, create and implement a diverse range of events. The course covers areas such as strategic planning, creativity, operational resources, marketing and sponsorship, health, safety and risk management of events. In addition, students will be provided with a macro view of the events industry through considering policy issues related to events, and the basis for rational policy making in the events industry.

Topics:

- Key Concepts of Event Planning, Creation and Management
- Classification of Events and their Purpose & Objectives
- Stakeholders that Form the Events Industry
- Key Components and Processes of an Event
- Event Feasibility and Evaluation
- Resource Identification for Various Event Categories
- Prioritising and Management of Resources
- Approvals, Permits and Licenses
- Event Marketing Mix Strategies
- Sponsorship Management
- Outcomes and Impact of Events
- The Events Industry within its Broader Business Context: Public Policy

Learning Outcome:

- Describe the different types of events and their various objectives/intents
- Explain the process of planning and managing events
- Discuss the role of government(s) and public policy in events
- Identify and manage the resources necessary for an event
- Demonstrate the ability to plan and manage diverse range of events
- Review the outcomes, impacts, benefits, and costs of an event

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-CLASS QUIZ 3	2

Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	10
	TUTOR-MARKED ASSIGNMENT 2	14
Overall Examinable Components	Written Exam	70
Total		100