

EMT313 Trends and Technologies for Event Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

Technology is ubiquitous in most industries and sectors today and Science, Technology, Engineering and Mathematics (STEM) developments are disrupting and upending industries. EMT313 Trends and Technologies for Event Management will provide students the understanding on how technology is leveraged to enhance an event as a product and service, and more importantly, to improve user experience when attending an event.

Topics:

- Needs of Technology in Events Management
- Types of Technology
- Technology Adoption in Events Management
- Events management software
- Virtual Reality (VR) and Augmented Reality (AR)
- Wearables
- Social Media
- Robots and Drones
- RFID
- Live Streaming
- Application Programme Interface (API)
- Coordination with Technology Companies

Learning Outcome:

- Show understanding of the trends and demand in events
- Discuss the disruptions brought by the digitalization of our economy and emerging technologies
- Appraise how technology can be harnessed to enhance an event as a product and service
- Demonstrate understanding of the types of technology solutions in events
- Evaluate the suitability of technology types to be used in an event
- Improve user experience of an event through adoption of technology

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	14
	TUTOR-MARKED ASSIGNMENT 2	16
Overall Examinable Components	Written Exam	70
Total		100

