

EMT388 Industry Project in Event Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

EMT388 is a one-semester course where selected students will work with an academic/instructor/industry practitioner on research or an industrial project in the Events Management sector. The topic can be decided by the student or the academic/instructor. The student is required to frame the project, review the relevant literatures and prepare for the proposal. Alternatively, project topic could be provided by the academic/instructor or the industry practitioner.

Topics:

- Project Design
- Proposal Writing
- Development Project Objectives and Guidelines
- Problem Formulation
- Critical Thinking
- Analytical Skills
- Communication Skills
- Research Competences
- Technology Competences
- Knowledge Integration
- Presentation Competence
- Report Writing Skills

Learning Outcome:

- Formulate the objectives and guidelines of the project
- Critique relevant literatures to gather information for the project
- Assess the constraints and limitations encountered in the project
- Demonstrate problem solving skills
- Analyze data and recommend solutions
- Appraise the key findings of the project

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PROJECT PROPOSAL 1	20
	PROGRESS REPORT 1	20
Overall Examinable Components	FINAL PRESENTATION	15
	FINAL REPORT	45

Total	100
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