

# HIGHER NITEC IN EVENT MANAGEMENT

## Core Modules

### Business Writing & Presentation

On completion of the module, students should be able to apply business writing and presentation skills in a variety of business contexts.

### Customer Relationship Management

On completion of the module, students should be able to recognise customer behaviour to build positive customer experience, utilise indicative trends and patterns in Customer Relationship Management (CRM) system to support business decision.

### Digital Commerce & Marketing

On completion of the module, students should be able to perform market research and plan, execute and evaluate a digital marketing strategy.

### Elementary Business Analytics & Cyber-security

On completion of the module, students should be able to analyse multiple sources of data to improve organisation's processes and achieve strategic objectives through data-driven decision-making concepts and theories. Students will also gain awareness on the importance of data confidentiality and data security.

### Event Planning & Management

On completion of the module, students should be able to prepare an event concept, perform detailed planning, handle event set-up, manage onsite activities and handle post-event activities.

### Event Business Environment

On completion of the module, students should be able to gain insights into future industry transformation roadmaps and the environmental factors impacting business trends and models, and explore opportunities for a fulfilling career.

### Facilities and Venue Management

On completion of the module, students should be able to select event venue, plan and manage event venue facilities, maintain inventory and handle loan of equipment.

### Meetings, Incentives, Conventions & Exhibitions

On completion of the module, students should be able to differentiate the types of MICE events and their features and purposes, plan and develop event programme, prepare budget, coordinate MICE marketing activities and logistics, develop risk management plans and handle post-MICE event activities.

### Event Sales & Sponsorship

On completion of the module, students should be able to effectively utilise strategies and techniques to assess and analyse client's needs and motivations, negotiate and propose value driven solutions to generate revenue and garner sponsorship for events.

### Industry Attachment

Students will go on internship at organisations that provide authentic practical training in performing event management tasks.