

HIGHER NITEC IN SERVICES - EVENT MANAGEMENT

Course Code: HSEVM

COURSE OBJECTIVE

This course provides students with the skills and knowledge in conceptualising, planning and executing events for the “Meetings, Incentives, Conventions and Exhibitions” (MICE) and events industry.

COURSE STRUCTURE

S/N	Module Details	Module Code	Module Objectives
C1	Digital Commerce & Marketing 80 hrs (T) 40 hrs (P) Credits: 5 Prerequisite: Nil	BS4010FP	On completion of the module, students should be able to perform market research and plan, execute and evaluate a digital marketing strategy.
		Equivalent Code Nil	
C2	Event Business Environment 80 hrs (T) 20 hrs (P) Credits: 5 Prerequisite: Nil	EV4001FP	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.
		Equivalent Code Nil	
C3	Facilities & Venue Management 60 hrs (T) 60 hrs (P) Credits: 5 Prerequisite: Nil	EV5010FP	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.
		Equivalent Code EV5007FP	
C4	Meetings, Incentives, Conventions & Exhibitions 70 hrs (T) 50 hrs (P) Credits: 5 Prerequisite: Nil	EV5011FP	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.
		Equivalent Code EV5008FP	
C5	Event Sales Sponsorship 60 hrs (T) 60 hrs (P) Credits: 5 Prerequisite: Nil	EV5012FP	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.
		Equivalent Code Nil	

Abbreviations: T – Theory, P - Practical

CREDITS FOR CERTIFICATION

Total of 25 credits from successful completion of 5 modules.

VENUE

ITE College Central, ITE College East

Note:

- 1) The training schedule of lessons is subject to change.
- 2) Depending on the demand, not all the modules in the CET *Higher Nitec* in Services courses will be offered in each intake. Where the modules are offered and there is insufficient enrolment, the classes will be cancelled and a full refund will be given to the affected students.