

# HIGHER NITEC IN EVENT MANAGEMENT

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## MODULE OBJECTIVES

### Core Modules

#### Essentials of Communication I

On completion of the module, students should be able to apply the communication skills in listening, speaking, reading and writing, essential to build successful working relationships in social and workplace settings.

#### Information Technology

On completion of the module, students should be able to produce various types of business documents using software packages, apply advanced features of Word, Excel and PowerPoint for business functions.

#### Business Environment

On completion of the module, students should be able to provide an overview of the general environment in which businesses operate as well as be able to explore a range of contemporary issues relevant to each environment such as the changing public sector, corporate social responsibility and ethics, and globalization.

#### Service Excellence

On completion of the module, students should be able to display professional image and etiquette, cultivate customer rapport, respond to requests and enquiries, manage needs and expectations, handle customers from diverse backgrounds, handle service breakdown and recovery, provide information on products and services, approach sales prospects, promote products and services, close a sale, build customer loyalty and obtain customer feedback.

#### Event Administration and Operations

On completion of the module, students should be able to understand the concepts of event planning and operations, and apply these concepts in simple event organisation at the workplace.

#### Principles of Marketing

On completion of the module, student should be able to understand the basic concepts of marketing mix and apply these concepts at the workplace.

#### Essentials of Communication II

On completion of the module, students should be able to apply the communication skills in listening, speaking, reading and writing, essential to build successful working relationships in business and workplace settings.

#### Event Planning and 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 manage post-event activities.

#### Facilities and Venue Management

On completion of the module, students should be able to plan and manage event venue facilities and inventory, procure supplies, handle loan and booking systems and provide advice to customers on set-up of temporary structures and coordinate AV and lighting requirements.

#### Meetings, Incentives, Conventions and Exhibitions

On completion of the module, students should be able to differentiate the processes for meetings, incentives, conventions, and exhibitions (MICE), develop business opportunities, market MICE programmes, manage sponsorships, coordinate MICE logistics, perform risk assessments and handle post-MICE event activities.

### **Industry Attachment**

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

### **Electives (Course Specific)**

#### **Audio Visual Operations**

On completion of the module, students should be able to develop the practical skills in managing audio visual equipment operations in organisation of events.

#### **Country Club Management Operations**

On completion of the module, students should be able to acquire the skills and knowledge in country/golf club management and operations.

### **Electives (Inter-Disciplinary)**

#### **Banking and Financial Services**

On completion of the module, students should be able to explain the different banking and financial services provided by private and government financial institutions.

#### **Business Law**

On completion of the module, students should be able to describe the legal system in Singapore and explain the general principles of law relating to business contracts and cheques.

#### **Business Statistics**

On completion of the module, students should be able to compute and present statistical data for use in business. The training covers collection, organisation and presentation of statistical data, measures of central tendency, dispersion and normal distribution, index numbers, time series analysis, regression and correlation analysis.

#### **Entrepreneurship Essentials**

On completion of this module, students should be able to source new information from multiple sources, brainstorm ideas to find novel approaches to draft out a business plan through identifying business opportunities and applying marketing mix strategies with sound financial analysis.

#### **Essentials of Tourism**

On completion of the module, students should be able to develop an appreciation of the tourism industry as well a range of products and services that are offered in the travel and tourism industry. They should also be able to plan a simple product or service.

#### **Principles of International Commerce**

On completion of the module, students should be able to apply the basic knowledge of importing goods from overseas with considerations of local requirements.

#### **Fundamentals of Business Analytics**

On completion of this module, students should be able to analyse and interpret data using appropriate tools and techniques, and generate reports and dashboards to make informed decisions.

#### **Fundamentals of Customer Relationship Management**

On completion of this module, students should be able to appreciate and carry out CRM effectively in a company's operation.

#### **Cabin Services**

On completion of this module, students should be able to provide in-flight service, perform up-sell and cross sell of in-flight products and improve service procedures so as to ensure a safe and pleasant experience for passengers.

#### **Digital Storytelling**

On completion of this module, students should be able to create various Electronic Direct Mailers (EDMs) to sell a product or service with an associated story tagline.