

HIGHER NITEC IN EVENT MANAGEMENT (3 YEARS)

CERTIFICATION

Credits required for certification:

Sector Foundation Modules	: 18
Cluster Core Modules	: 6
Specialisation Modules	: 33
Internship Programme Modules	: 12
Life Skills Modules	: 10
Cross Disciplinary Core Modules	: 9
Electives	: 8
<hr/> Total	<hr/> : 96

COURSE STRUCTURE

Module Title	Credits
SECTOR FOUNDATION MODULES	
Principles of Business	3
Innovation & Entrepreneurship	3
Business Communication	3
Social Media Marketing	3
Service Excellence	3
Basics of Data Analytics	3
CLUSTER CORE MODULES	
Fundamentals of Business Operations	3
Sales Techniques & Engagement	3
SPECIALISATION MODULES	
Introduction to Events	3
Event Business Environment	3
Event Operations	3
Event Project Management	3
Event Sales & Sponsorship	3
Meeting, Incentive, Convention & Exhibition 1	3
Festivals & Celebrations	3
Meeting, Incentive, Convention & Exhibition 2	3
Digital Event Management	3
Facilities & Venue Management	3
Event Experience Management	3
INTERNSHIP PROGRAMME MODULES	
Internship Programme 1	4
Internship Programme 2	8
CROSS-DISCIPLINARY CORE MODULES	
Robotic Process Automation for Business	3
Design Thinking for Business Services	3
Basics of Supply Chain Management	3

Module Title	Credits
Food Sustainability	3
Blockchain in Business Application	3
Basic Data Management & UX Design	3
Advanced Data Management & UX Design	3
Digital Design Principles	3
ELECTIVES	
Outdoor Recreation	2
Country Club Management	
Effective Business Networking	2
Infographics for Presentation & Marketing	2
Customer Experience Design	2
ASEAN Business Basics	2
ELECTIVES (GENERAL) AND LIFE SKILLS MODULES	
For details, click here	

Note: The offer of electives is subject to the training schedule of respective ITE Colleges. Students are advised to check with their Class Advisors on the availability of the elective modules they intend to pursue.

MODULE OBJECTIVES

Sector Foundation Modules

Principles of Business

On completion of the module, students should be able to understand basic business concepts and relate the impact of political, economic, social and technological factors on business activities.

Innovation & Entrepreneurship

On completion of the module, students should be able to explore opportunities for value-creation with an innovative mind-set and apply the fundamental concepts of entrepreneurship to develop a business plan for an entrepreneurial venture

Business Communication

On completion of the module, students should be able to apply essential communication skills to prepare business documents and presentations.

Social Media Marketing

On completion of the module, students should be able to develop social media content and apply online media tools to execute the organisation's social media marketing strategies.

Service Excellence

On completion of the module, students should be able to understand the concepts of service delivery, identify and respond to customers' needs and expectations, create and deliver value to build positive customers' experience and increase organisational profitability.

Basics of Data Analytics

On completion of the module, students should be able to adopt spreadsheet and analytics software to visualise and analyse data, and generate formatted reports to facilitate informed business decision

Cluster Core Modules

Fundamentals of Business Operations

On completion of this module, students should be able to support essential business operations by differentiating the various functions in an enterprise, compute employee payroll, prepare documents to support international trade, handle monetary transactions, compute accounting equation and record business transactions in source documents.

Sales Techniques & Engagement

On completion of module, students be able to apply sales techniques to sell to client needs and develop strong sales relationships.

Specialisation Modules

Introduction to Events

On completion of the module, students should be able to gain an overview of the event industry to determine the event objectives and the genres, categorise the scale and structure of local and international events, and map out the planning stages for a successful event.

Event Business Environment

On completion of the module, students should be able to gain insights into future industry transformation roadmaps, observe and analyse the regulatory and environmental factors impacting business trends and operations.

Event Operations

On completion of the module, students should be able to prepare and execute an event operations plan for various genre of events. They should also be able to handle marketing activities and monitor onsite activities.

Event Project Management

On completion of the module, students should be able to develop a project management plan that includes project milestones to effectively manage the various tasks, time, and resources to ensure efficiency in achieving the project objective.

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.

Meeting, Incentive, Convention & Exhibition 1

On completion of the module, students should be able to differentiate the four pillars of the MICE industry i.e. meetings, incentives, conventions and exhibitions. They should be able to determine the key purpose of having conference and exhibitions, the impact it has for the country, and also be able to plan an event programme, coordinate basic logistics activities and observe industry trends and practices in the MICE industry.

Festivals and Celebrations

On completion of the module, students should be able to differentiate between festivals, celebratory events, and incentive travel. Students should be able to plan, design, and manage the celebratory experience.

Meeting, Incentive, Convention & Exhibition 2

On completion of the module, students should be able to prepare a marketing plan to effectively position and market a MICE event to its target audience. Students should be able to conduct a post event plan as a closure to any MICE event.

Digital Event Management

On completion of the module, students should be able to determine the purpose of various types of digital events, and choose the appropriate technology and platform to deliver the virtual event. Students should also be able to design a comprehensive digital event planning checklist to successfully plan and execute a digital event.

Facilities & 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 in compliance with safety guidelines.

Event Experience Management

On completion of the module, students should be able to define audience's goals, motivations and needs of attending an event. They should be able to design an engagement plan to engage attendees via multiple platforms to enhance and measure audience engagement for an enriching event experience.

Electives (General) and Life Skills Modules

For details, click [here](#).