

FEM207e Event Planning, Creation and Management

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

FEM207 Event Planning, Creation & Management aims to provide students the foundations necessary to understand the issues on how to plan, create and implement a diverse range of events. The course covers areas such as strategic planning, creativity, operational resources, marketing and sponsorship, health, safety and risk management of events. In addition, students will be provided with a macro view of the events industry through considering policy issues related to events, and the basis for rational policy making in the events industry.

Topics:

- Key Concepts of Event Planning, Creation and Management
- Study of Different Types of Events and How They are Initiated and Planned
- Stakeholders that form the Events Industry
- Stages and Processes of an Event
- Key Components for Staging an Event, from Event Creation to Evaluation
- Develop an Event Concept
- Determine the Human and Physical Resources Required to Deliver Different Types of Events
- Approvals, Permits and Licenses
- Prioritizing and Management of Resources
- Develop a Marketing Plan
- Risk Management Procedures
- The Events Industry within its Broader Business Context : Outcomes and Impact of Events and Public Policy

Learning Outcome:

- Describe the different types of events
- Demonstrate the ability to conceptualize, plan, manage and execute diverse range of events
- Discuss the impact of government's interventions in events through public policy
- Identify the resources necessary for an event and managing these resources
- Determine the worth of an event through reviewing its outcomes and impacts and benefits and costs
- Analyze event needs and design creative, novel and interesting events

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-CLASS QUIZ	2

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TUTOR-MARKED ASSIGNMENT	10
TUTOR-MARKED ASSIGNMENT	14
Sub-Total	30

Examinable Component	Weightage (%)
Written Exam	70
Sub-Total	70

Weightage Total **100**