



**CERTIFICATE IN
EVENTS MANAGEMENT**
Course Handbook

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Course Objective

The Certificate in Events Management is particularly designed to provide learners a solid foundation in the events management process of all sizes, learn to develop event orders, project plans that consider key aspects of the event, identify target market, segmentation and positioning for the event within a competitive global landscape.

Course Outcome

The Certificate in Events Management prepares learners to be immediate contributors in the MICE industry. Learners who have successfully completed the course will be able to assess operational processes that underlie effective production of events, demonstrate the understanding of fundamental knowledge in MICE, and the skills to plan, coordinate and manage successful events.

The overall outcomes of Certificate in Events Management are as follows:

1. To provide students with the knowledge and skills that will enable them to progress to Diploma in events management related studies;
2. To provide students with the necessary theoretical and practical knowledge of events management at the foundation level;
3. To lay the foundation for future professional development.

Course Structure

- **Duration of Study and Contact Hours:**
6 months (3 months institutional studies + 3 months Industrial Attachment) (Full-time)
3 hours per day, 5 days a week, 3 weeks per module
Total Hours: 180 hours + 3 months industrial attachment
- **Modules:**
Four (4) Modules
 - Introduction to Events Management
 - Principles of Marketing
 - Fundamentals of Project Management
 - Industrial Attachment
- **Mode of Teaching:**
Face-to-Face Delivery via
 - Lecture Sessions
 - Tutorial Sessions
 - Class Discussion
 - Group Work & Pair Work
 - Practical Sessions
 - Industrial Attachment
- **Teacher to Student Ratio:**
1:80
- **Medium of Instruction:**
English

Industrial Attachment

The Industrial Attachment provides students the opportunity to undergo 3 months internship in the events management industry. Typical establishments range from events management companies, marketing and PR companies, hospitality and tourism enterprises as well as other related organisations. Students will be able to apply their academic learning via hands-on learning in real life scenarios.

The Industrial Attachment forms a critical part of the overall assessment. Students are expected to complete their work-based assessment in the form of the Industrial Attachment Logbook during the 3-month period.

A training work permit is required to undertake the Industrial Attachment. The application for training work permit is subject to approval by the Ministry of Manpower. Students who do are unable to secure the training work pass will have to successfully complete and submit an assignment for the module under IA.

Course Modules and Outline

1) Introduction to Events Management:

This module introduces learners to world of events management and provide them with an overview of Meetings, Incentives, Conventions, and Exhibitions (MICE), the determinants of success in events planning and organisation along with the control systems in the management of event productions. This module will also expose learners to the recent developments from an international perspective.

2) Principles of Marketing:

This module covers fundamental knowledge of marketing principles, its roles in strategic planning, the importance of marketing research in discovering the needs of consumers, relationship between segmentation and positioning as well as the determinants of success in effective marketing.

3) Fundamentals of Project Management:

This module will provide a fundamental understanding into the project management methodology, project phases, management tools, and relevant resources required in project management. Learners will be exposed to the process of the systems development life cycle, analysis, design implementation and evaluation stages in managing a project.

4) Industrial Attachment

Through a 3-month industrial attachment, this module aims to introduce learners to a range of functions within the events management industry, which includes the documentation, administrative coordination and actual running of events operations. Learners are will also be exposed to the relevant supporting functions in effective events management.

Graduation Requirements

Students will be awarded the Certificate in Events Management if they achieve at least a Pass grade in all 4 modules of the course and has a minimum of 90% of attendance rate for the whole duration of the course.

Students who successfully completed the Certificate in Events Management can progress onto the Diploma qualifications in events management related studies.

Admission Requirements

Age Requirement:

Minimum 17 years of age

Language Requirements:

Minimum Grade 5 in English Language for GCE 'N' Level or regional equivalent

Academic Requirements:

Minimum 2 GCE 'N' Level credits or regional equivalent

Mature Candidates:

- Are 30 years and above at the time of registration; and
- Have at least 8 years of verifiable working experience; and
- Provide a detailed resume with contact details of past and present employers

All applicants are subjected to the School's assessment of eligibility for entry into the programme.

Required Documents

1. Application Form
2. Passport Photocopy of Applicant
3. Certified Copy of Highest Qualification Certificates and Transcripts
4. 2 Passport Size Photograph
5. CV (For Mature Candidates)

Course Fees

Course Fees	Price (SGD\$)
Tuition Fees	2,400
Examination Fees	150
Course Material Fees	350
School Administration Fee	100
Fee Protection Scheme	200
Student Pass Application and Issuance Fees	180
Medical Insurance	120
Total Course Fees Payable	3,500

Miscellaneous Fees	Price (SGD\$)
Student Pass Renewal Processing Fees	200
School Application Fees (Non-refundable)	300
Medical Check-Up	50
Re-Mark Examination Fee / Certificate Reprint	150
Re-Examination Fee / Late Entry Exam Fee (per module)	100

Course Assessment

- Modes for Assessment:**

The students will be assessed through two (2) components:

- 1) Written Examination
- 2) Industrial Attachment Logbook / Assignment

Module Code	Module Title	Assessment Mode	Frequency	Weightage
IEM	Introduction to Events Management	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
PM	Principles of Marketing	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
FPM	Fundamentals of Project Management:	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
IA	Industrial Attachment	Industrial Attachment Logbook / Assignment	1	100%
Total				100%

- Overall Grade Structure for each module:**

High Distinction	Distinction	Merit	Pass	Fail
90 – 100%	80 – 89%	60 – 79%	50 – 59%	Below 50%

- Assessment Schedule**

Duration	Assessment Schedule
Weeks 1 – 3	Week 3 – Written Examination
Weeks 4- 6	Week 6 – Written Examination
Weeks 7 - 9	Week 9 – Written Examination
Weeks 10 - 12	Week 12 – Written Examination
3 Months IA	Industrial Attachment Logbook / Assignment

Note:

Actual dates of the assessments may vary to better fit students' learning progress. Students will be informed by the class lecturer if there are changes.