

DIPLOMA IN EVENT MANAGEMENT

INTRODUCTION

Event Management is one of the sectors in tourism industry which is increasingly becoming significant player in national and global tourism markets. Event management is a dynamic industry that closely related to tourism and hospitality industry which requires diploma graduates to be able to demonstrate knowledge, skills and abilities in management.

This programme provides students with the opportunity to develop practical event management skills which covers both theory and operational skills. Students are exposed to multi-disciplines skills as well as to the state-of-the-art technologies used such as event planning and design, event technology, fund raising, internet marketing, incentive tour management and event management projects.

The Diploma in Event Management is a three-year full-time programme comprising of six semesters course work with one full semester of industrial training built-in. Students are prepared for their future role in the economy by building a solid foundation in event industrial knowledge and the essential skills, related to the diverse field of event industry.

CAREER PROSPECTS

Diploma in Event Management tailors its graduates for career opportunities that are offered in a wide range of event settings including , hotel, travel and hospitality industries, advertising agencies, public relation firms, news media, integrated marketing and communications, cultural performance companies, destination management companies, events companies, exhibition contractors, freight forwarders, professional conference organizers (PCO) and professional exhibition organizers (PEO). Students are providing with integrated knowledge and skills in event industry. These can be applied to a range of careers in the event industries. Potential jobs include:

Industries of Employment:

- Tourism and hospitality Industries
- Special Events and Conferences
- Incentive Travel, Trade Shows and Expositions
- Advertising Agencies
- Public Relations Firms
- News Media
- Integrated Marketing & Communications

Occupational Categories:

- Hotel and Convention Centre Executives
- Corporate Meeting Planners
- Association Executives
- Event Management Consultancy
- Event Budgeting and Accounting
- Event Planner

- Meeting Planner
- Wedding Planner
- Destination Management Companies
- Exposition Service Contractors
- Operational and Logistics Manager
- Entertainment Manager
- Sports Competition Manager
- Risk Manager
- Tourism Event Manager
- Security Coordinator
- Venue Manager
- Catering and Waste Manager
- Sponsorship Manager
- Event Design

PROGRAMME SPECIFICATION

1.	Programme Name	: Diploma in Event Management
2.	Final Award	: Diploma in Event Management
3.	Awarding Institution	: Politeknik Merlimau
4.	Teaching Institution	: Politeknik Merlimau
5.	Language(s) of Instruction	: English
6.	Mode of Study	: Conventional
7.	Study Scheme	: Minimum 3 years : Maximum 4 years
8.	Entry Requirements	: SPM

AREAS OF STUDY

Event Management Programme makes up the core of the Tourism and Hospitality studies at the Department of Tourism and Hospitality. Students pursuing specialization in a particular field shall take additional elective courses. The fundamental areas of study in event management are described as follows:

Event Fundamentals

- Area of Tourism and Hospitality Fundamentals covers the following sub areas:
- Fundamentals of Tourism and Hospitality
- Introduction to Event Management

Event Professionalism

- Area of Tourism and Hospitality Fundamentals covers the following sub areas:
- Tourism and Hospitality Professionalism Development
- Excellent Hospitality and Customer Service
- Entrepreneurship Development

Event Operations

- Area of Tourism and Hospitality Fundamentals covers the following sub areas:
- Event Financial Planning
- Audience Management
- Event Planning
- Event Promotion
- Event Programme Design
- Event Fundraising and Sponsorship
- Risk Management
- Communication Management
- Logistics Management
- Human Resource Management
- Event Project
- Site and Infrastructure Management
- Technical and Production Management
- Publication and Merchandising

Event Management

- Area of Tourism and Hospitality Fundamentals covers the following sub areas:
- Tourism and Hospitality Marketing
- Principles of Accounting
- Legal and Ethics Management
- Management Fundamentals
- Consumer Behaviour

ACADEMIC STAFF
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(EVENT MANAGEMENT PROGRAMME)

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