

<b>Subject Name</b>	Event Management
<b>Subject Code</b>	HTM532
<b>No. of Credits</b>	3 Credits
<b>Total Contact Hours</b>	39 Hours
<b>Prerequisite</b>	None

**Subject Description:**

The purpose of this subject is to allow students the opportunity to appraise the operations and organization of events, and evaluate the various management and marketing theories and concepts for the design of effective events. At the end of the subject, students would be able to devise appropriate event management strategies for destinations to improve their competitive position.

**Intended Learning Outcomes:**

*Upon completion of the subject, students will be able to:*

1. Critically assess various concepts and theories of management and marketing applicable to special assignments in event management.
2. Appraise the operations and organization of special assignments in event management and analyze the relationships between the various stakeholders.
3. Critically examine the economic and other contributions and impacts of events in the communities affected.
4. Evaluate various management and marketing concepts and theories for the design of effective special events.
5. Devise appropriate strategies for destinations to improve their competitive position.
6. Work in teams to apply the knowledge/concepts of special event management to real world situations.

**Assessment Weighting:**

Continuous Assessment	50%
Examination	50%

**Indicative Content:**

- Introduction to event management
- Event planning
- Marketing and sponsorship
- Risk management
- Decorating the environment