

**UNIVERSITI TEKNOLOGI MARA**

**THE IMPORTANCE OF EVENT  
MANAGEMENT SKILLS IN MUSIC  
COURSES AMONG MUSIC  
UNDERGRADUATE STUDENTS  
POST COVID 19 : AN  
EXPLORATORY STUDY OF UiTM  
MUSIC UNDERGRADUATE  
STUDENTS**

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## **ABSTRACT**

COVID-19 had a huge impact in various sectors and undeniably, the music industry was being disrupted tremendously. Live music had stopped for several years due to the COVID-19 pandemic and now concerts are finally flooding the Malaysia's market. However, there is a lack of updated event management experts capable of executing the production professionally. The rapid growth of the music event industry has shown the need for workers who are well educated as well as having recognized skills in this field. This research will investigate the extent to which management skills influence the effectiveness of events organized by music graduate students today. This is to emphasize the significance of management skills in event planning. The results of studies within the field indicate that competent music event management requires specific skill sets. However, the advantages of management knowledge are contingent upon the quality and consistency with which theories, models, principles, and practices are taught throughout the curriculum and the aptitude with which students apply what they have learned. Relationships between the results and the study as a whole were mapped out in a conceptual framework. It is essential to include all of the latest changes in music event management for two reasons: to keep up with industry standards and to give students the best chance of getting a job after graduation. The researcher argues that the conceptual framework created could be helpful for music majors at UiTM.

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