



UNIVERSITI TEKNOLOGI MARA

EVM605: EVENT RESOURCE MANAGEMENT

Course Name (English)	EVENT RESOURCE MANAGEMENT APPROVED	
Course Code	EVM605	
MQF Credit	4	
Course Description	This course requires the students to apply all practical event management techniques learned in the program. The course takes students step by step through the process of manually managing a project, providing in-depth coverage of managing human resources, financial resources and organisational aspects of event management. They will also be able to learn the strategy to gain sponsors, effective marketing and PR strategy.	
Transferable Skills	Human Resource Management Financial Management Organizational Management Marketing and Public Rlelatio	
Teaching Methodologies	Lectures, Inquiry-based Learning, Case Study, Peer Practice, Problem-based Learning	
CLO	CLO1 1. Explain the fundamental of human resources management in event organization CLO2 2. Perform fundamental tasks that are crucial to implementation stage of an event. CLO3 3. Demonstrate managerial and entrepreneurial skills through event resources strategic planning	
Pre-Requisite Courses	No course recommendations	
Reading List	Recommended Text	• Beech, J. G 2014, <i>The business of events management</i> , Pearson Education. Boston
	Reference Book Resources	• Fenich, G. G 2016, <i>Meetings, expositions, events, and conventions: an introduction to the industry</i> , Pearson Education Harlow • Matthews, D. 2016, <i>Special Event Production: The Resources</i> , Routledge London
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	