



UNIVERSITI TEKNOLOGI MARA

HTT702: INTERNATIONAL EVENT MANAGEMENT

Course Name (English)	INTERNATIONAL EVENT MANAGEMENT APPROVED				
Course Code	HTT702				
MQF Credit	3				
Course Description	The course aims to provide an integrated framework of ethical international events management build on the theories and case studies. The framework is delivered via management theories surrounding the management of international events in the context of event industries and the applications of this theories, tools and strategic approaches to the operational delivery of life event, within the global context				
Transferable Skills	The students will acquire leadership skills and improve teamwork especially in the planning and organizing events. The course provides them with theories and applications pertaining organizing and managing events, which will allow the students to demonstrate their skills and ability to organize as well as make prompt and proper decisions.				
Teaching Methodologies	Lectures, Field Trip				
CLO	<p>CLO1 To explore the issues affecting international event management, especially cultural implications and international marketing influences</p> <p>CLO2 Examines key factors in event management with emphasis on planning problem solving, event technologies, risk management, promotion, facilities and staff management.</p> <p>CLO3 Acquire knowledge on concepts, techniques and process of sponsorship selling in event management</p> <p>CLO4 Understanding legal and ethical issues of international events in order to be responsible to all stakeholders</p>				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td>• van Der Wagen, Lynn 2005, <i>Event Management for Tourism, Cultural, Business and Sporting Events</i>, 2nd Edition Ed., Pearson Hospitality Press</td> </tr> <tr> <td>Reference Book Resources</td> <td> <ul style="list-style-type: none"> • Hoyle. L.H 2002, <i>Event Marketing : How to Successfully Promote Events, Festival Conventions and Expostions</i>, Wiley • Godblatt, J. 2008, <i>Special Events the Roots and Wings of Celebration</i>, 5th edition Ed., Wiley • Sonder, M 2004, <i>Event Entertainment and Production</i>, Wiley • Silvers, J.R 2004, <i>Professional Event Coordination</i>, Wiley </td> </tr> </table>	Recommended Text	• van Der Wagen, Lynn 2005, <i>Event Management for Tourism, Cultural, Business and Sporting Events</i> , 2nd Edition Ed., Pearson Hospitality Press	Reference Book Resources	<ul style="list-style-type: none"> • Hoyle. L.H 2002, <i>Event Marketing : How to Successfully Promote Events, Festival Conventions and Expostions</i>, Wiley • Godblatt, J. 2008, <i>Special Events the Roots and Wings of Celebration</i>, 5th edition Ed., Wiley • Sonder, M 2004, <i>Event Entertainment and Production</i>, Wiley • Silvers, J.R 2004, <i>Professional Event Coordination</i>, Wiley
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Article/Paper List	This Course does not have any article/paper resources				
Other References	This Course does not have any other resources				