



UNIVERSITI TEKNOLOGI MARA

CTM172: EVENT MANAGEMENT

Course Name (English)	EVENT MANAGEMENT APPROVED
Course Code	CTM172
MQF Credit	3
Course Description	Students will be exposed to the planning of structure and organization of an event. They will also learn on getting the right crowd by creating effective communication and public relation. This course will empower student with the skills and knowledge in event management in all areas from planning, preparing and producing conferences, workshops, exhibitions and functions. Students also will be able to use their creativity to bring together a group of people at a time, in a place, and for a purpose; with the aim of producing a memorable occasion that makes a difference to those involved. Understand the role of an event manager from administration to operations to marketing and risk management. So planning skills, time management and evaluation are also important elements of learning.
Transferable Skills	Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability.
Teaching Methodologies	Lectures, Blended Learning, Discussion
CLO	CLO1 Construct a proposal paper for an event CLO2 Execute event ideas according to specific event. CLO3 Organize an event.
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1 Course Briefing 1.1) Outline Introduction	
2. Week 2 Principle of Event Management 2.1) Identify the event management principle	
3. Week 3 Types of Event 3.1) Identify and adapt knowledge into actual planning of an event.	
4. Week 4 Coordination of specific job in an event organization 4.1) Outline necessary job specification accordingly.	
5. Week 5 Forming an event structure 5.1) Outline necessary job specification accordingly.	
6. Week 6 Test 6.1) Answer question accordingly.	
7. Week 7 Marketing an Event 7.1) Explain necessary item needed to market an Event.	
8. Week 8 Marketing an Event (cont.) 8.1) Explain necessary item needed to market an Event.	
9. Week 9 Legal, Ethical and Risk Management 9.1) Identify and adapt knowledge in the paperwork.	
10. Week 10 Design & Decorative Elements 10.1) Identify and adapt knowledge in the paperwork.	
11. Week 11 Sponsorship and Fundraising 11.1) Outline in their assignment necessary planning towards getting a sponsorship and making fundraising.	

12. Week 12 Sponsorship and Fundraising (cont.)

12.1) Outline in their assignment necessary planning towards getting a sponsorship and making fundraising.

13. Week 13 Presentation

13.1) Express idea & knowledge accordingly.

14. Week 14 Presentation (Cont.)

14.1) Express idea & knowledge accordingly.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	20%	CLO2
	Assignment	Event Model	20%	CLO1 , CLO2 , CLO3
	Group Project	Research	30%	CLO1 , CLO2
	Presentation	Student is required to do a presentation on the research assignment assigned on group project.	20%	CLO1
	Written Report	Student is require to write a report on the event attended as per assigned by the lecturer.	10%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> Allen, Johnny. et al 2002, <i>Festival and Special Event Management 2nd edi</i>, John Wiley & Sons Australia
	Reference Book Resources	<ul style="list-style-type: none"> Allen, Johnny. et al. 2002, <i>Festival and Special Event Management 2nd edi</i>, John Wiley & Sons Farber, Donald C. 1997, <i>Producing Theatre: A Comprehensive Legal and</i> Goldblatt, Dr. Joe. 2001, <i>The International Dictionary of Event Managem</i>, John Wiley & Sons
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	