



UNIVERSITI TEKNOLOGI MARA

EVM604: EVENT ORGANIZATION

Course Name (English)	EVENT ORGANIZATION APPROVED				
Course Code	EVM604				
MQF Credit	4				
Course Description	This subject deals with the event project management process. This process involves a series of sequential steps, specifically: initiation, planning, implementation, employment of control and monitoring systems, evaluation and legacy management. In discussing these steps those factors that act to condition how they are undertaken are addressed, including considerations linked to ethical and socially responsible business practice. The primary intent of this subject is to equip students with the skills and knowledge necessary to both plan and deliver events of various types and scale				
Transferable Skills	Effective Communication Leadership and team dynamics Entrepreneurial Sustainable Practices				
Teaching Methodologies	Inquiry-based Learning, Collaborative Learning, Project-based Learning				
CLO	CLO1 1. Organize an event according to phases of event project management CLO2 2. Demonstrate communication and teamwork skills in organizing an event. CLO3 3. Demonstrate the autonomous learning skills through event evaluation.				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> • Beech, J.G. 2014, <i>The business of events management</i>, Pearson Education Boston • Matthews, D. 2016, <i>Special event production: The resources</i>, Routledge London • Matthews, D. 2016, <i>Special event production The process</i>, Routledge London • Goldblatt, J., <i>Special events: creating and sustaining a new world for celebration</i>, 7 Ed., Wiley & Sons New Jersey </td> </tr> <tr> <td>Reference Book Resources</td> <td> <ul style="list-style-type: none"> • Jones, M. 2014, <i>Sustainable Event Management: A Practical Guide</i>, 2nd Ed., Routledge • Raj, R., & Musgrave, J. 2009, <i>Event management and sustainability</i>, CABI Oxfordshire </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> • Beech, J.G. 2014, <i>The business of events management</i>, Pearson Education Boston • Matthews, D. 2016, <i>Special event production: The resources</i>, Routledge London • Matthews, D. 2016, <i>Special event production The process</i>, Routledge London • Goldblatt, J., <i>Special events: creating and sustaining a new world for celebration</i>, 7 Ed., Wiley & Sons New Jersey 	Reference Book Resources	<ul style="list-style-type: none"> • Jones, M. 2014, <i>Sustainable Event Management: A Practical Guide</i>, 2nd Ed., Routledge • Raj, R., & Musgrave, J. 2009, <i>Event management and sustainability</i>, CABI Oxfordshire
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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				