



UNIVERSITI TEKNOLOGI MARA

HTH365: HOTEL EVENT MANAGEMENT

Course Name (English)	HOTEL EVENT MANAGEMENT APPROVED		
Course Code	HTH365		
MQF Credit	3		
Course Description	This subject introduces the importance of management and promotion of events and how it should be professionally managed to ensure the success of events.		
Transferable Skills	Apply appropriate event management skills. Demonstrate leadership, teamwork and entrepreneurial characteristic.		
Teaching Methodologies	Lectures, Field Trip, Simulation Activity, Discussion, Presentation, Small Group Sessions		
CLO	CLO1 1. Describe the process of planning and organizing events. CLO2 2. Apply appropriate event management skills. CLO3 3. Demonstrate leadership, teamwork and entrepreneurial characteristic.		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Reference Book Resources</td><td><ul style="list-style-type: none">• Cantherwood, D. W. & Van Kirk, R. 1992, <i>The Complete Guide to Special Event Management</i>, New York: John Wiley & Sons• Goldblatt, J. J. 1990, <i>Special Events. The Arts and Science of Celeb</i> Van Nostrand Reinhold• O'Toole, W. & Mikolaitis, P. 2002, <i>Corporate Event Management.</i>, New York: John Wiley & Sons</td></tr></table>	Reference Book Resources	<ul style="list-style-type: none">• Cantherwood, D. W. & Van Kirk, R. 1992, <i>The Complete Guide to Special Event Management</i>, New York: John Wiley & Sons• Goldblatt, J. J. 1990, <i>Special Events. The Arts and Science of Celeb</i> Van Nostrand Reinhold• O'Toole, W. & Mikolaitis, P. 2002, <i>Corporate Event Management.</i>, New York: John Wiley & Sons
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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		