

NATIONAL DIPLOMA: EVENT MANAGEMENT

Qualification code: NDVM09 - NQF Level 6

Campus where offered: Pretoria Campus

Important notification to new applicants:

Students who intend to enrol for this qualification for the first time in 2017 or thereafter, should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

REMARKS

a. *Admission requirement(s) and selection criteria:*

• **FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:**

Admission requirement(s):

A Senior Certificate or an equivalent qualification with a D symbol at Higher Grade for English.

Recommended subject(s):

Business Economics, Computer Science and Tourism.

Selection criteria:

Selection is based on the allocation of points (M-score) for school subjects passed (Higher Grade or Standard Grade and symbols obtained).

Applicants are assessed according to a formula for academic merit, based on scholastic performance.

Formula for academic merit:

SYMBOL	HG	SG
A	5	4
B	4	3
C	3	2
D	2	1
E	1	0

- Applicants who score 12 points will be accepted, those who score 10 to 11 points will be invited for an evaluation test, and those who score 9 points and less will not be accepted.
- The department has the right to invite applicants for an evaluation test and personal interviews with a representative from the Department.
- An orientation programme in January of the first study year.

• **FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:**

Admission requirement(s):

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification with an achievement level of at least 4 for English (home language or first additional language) and 3 for Mathematics or 4 for Mathematical Literacy.

Recommended subject(s):

Business Economics and Travel and Tourism.



Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **20**.

Assessment procedures:

Applicants with a final APS of 24 and more will be admitted to the programme. Applicants with a score of 20 to 23 may be invited to do the TUT potential assessment.

- **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

Admission requirement(s):

A National Certificate (Vocational) with at least 50% for English (home language or first additional language) and 50% for Mathematics or Mathematical Literacy, 50% for Life Orientation (excluded for APS calculation), 60% for any other three compulsory vocational subjects and 50% for the fourth subject.

The certificate must be in any of the following fields: management, marketing, hospitality, tourism, office administration, information technology, computer science, finance, economics or accounting.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **27**.

b. *Minimum duration:*
Three years.

c. *Presentation:*
Day classes.

d. *Intake for the qualification:*
January only.

e. *Exclusion and readmission:*
See Chapter 2 of Students' Rules and Regulations.

f. *Recognition of Prior Learning (RPL), equivalence and status:*
See Chapter 30 of Students' Rules and Regulations.

g. *Field trips:*
Compulsory field trips are scheduled in the training period in Event Planning I and II. These field trips form an integral part of the programme content at different levels of study. The cost of the field trips normally includes all expenses, excluding those of a personal nature. Students will be fully informed in this regard.

Please note that dates, duration, venues and costs of field trips are subject to change.

h. *Certificates:*
Compulsory first-aid programmes are offered at the University in the third year of study.

i. *Subject credits:*
Subject credits are shown in brackets after each subject.

CURRICULUM

FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
EVC100T	Event Communication I	(0,083)	
EVJ100T	Event Project Management I	(0,083)	



EVM100T	Event Management I	(0,250)
EVP100T	Event Planning I	(0,250)
EVR100T	Event Marketing I	(0,083)
EVT100T	Event Technology I	(0,125)

FIRST SEMESTER

EVG10AT	Event Risk Management IA	(0,062)
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SECOND SEMESTER

EVG10BT	Event Risk Management IB	(0,063)
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TOTAL CREDITS FOR THE FIRST YEAR: **0,999**

SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
EVG200T	Event Risk Management II	(0,083)	Event Risk Management IA Event Risk Management IB
EVJ200T	Event Project Management II	(0,083)	Event Project Management I
EVM200T	Event Management II	(0,250)	Event Management I
EVP200T	Event Planning II	(0,250)	Event Planning I
EVR200T	Event Marketing II	(0,125)	Event Marketing I
EVT200T	Event Technology II	(0,125)	Event Technology I

plus one of the following languages (subjects are offered as determined by the Head of the Department):

FRE110T	French	(0,083)
GER110T	German	(0,083)
SNH110T	Spanish	(0,083)

TOTAL CREDITS FOR THE SECOND YEAR: **0,999**

THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
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FIRST SEMESTER

EVM301T	Event Management III	(0,334)	Event Management II
EVP301T	Event Planning III	(0,333)	Event Planning II

SECOND SEMESTER

EVE201T	Event Management Practice II	(0,335)	Event Management III Event Planning III
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TOTAL CREDITS FOR THE THIRD YEAR: **1,002**

TOTAL CREDITS FOR THE QUALIFICATION: **3,000**



SUBJECT/MODULE INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject/module. On 13 September 2017, the syllabus content was defined as follows:

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EVENT COMMUNICATION I (EVC100T) <i>(Subject custodian: Department of Applied Languages)</i> Communicate in a business environment using various technologies in sharing and gathering information. (Total tuition time: ± 90 hours)	1 X 3-HOUR PAPER
EVENT MANAGEMENT I (EVM100T) <i>(Subject custodian: Department of Tourism Management)</i> Introduction to event administration and management (planning, organising, leading and controlling). Introduction to event accounting. (Total tuition time: ± 90 hours)	1 X 3-HOUR PAPER
EVENT MANAGEMENT II (EVM200T) <i>(Subject custodian: Department of Tourism Management)</i> Human resource management with specific reference to the event industry. Financial management for event operations. (Total tuition time: ± 90 hours)	1 X 3-HOUR PAPER
EVENT MANAGEMENT III (EVM301T) <i>(Subject custodian: Department of Tourism Management)</i> Starting an event business and all other aspects of entrepreneurship. The entrepreneurship – characteristics and nature of entrepreneurship. Creativity, innovation and business opportunity. The business plan. Legal aspects and resource requirements. Financing entrepreneurship ventures. Franchises, business buy-out and starting one's own event business. E-commerce opportunities for event entrepreneurship. (Total tuition time: ± 45 hours)	1 X 3-HOUR PAPER
EVENT MANAGEMENT PRACTICE II (EVE201T) <i>(Subject custodian: Department of Tourism Management)</i> Analyse an event within the organisation where WIL is taking place through all phases of the event project. (Total tuition time: six months)	WORK-INTEGRATED LEARNING
EVENT MARKETING I (EVR100T) <i>(Subject custodian: Department of Tourism Management)</i> Introduction to marketing. Marketing information. The event market. The marketing mix. Marketing issues. (Total tuition time: ± 90 hours)	1 X 3-HOUR PAPER
EVENT MARKETING II (EVR200T) <i>(Subject custodian: Department of Tourism Management)</i> Marketing destinations and venues. Innovative marketing communications strategies for the events industry. (Total tuition time: ± 90 hours)	1 X 3-HOUR PAPER
EVENT PLANNING I (EVP100T) <i>(Subject custodian: Department of Tourism Management)</i> Introduction to the events management, design, operations and production. Overview of the stakeholders in the event industry. (Total tuition time: ± 90 hours)	1 X 3-HOUR PAPER
EVENT PLANNING II (EVP200T) <i>(Subject custodian: Department of Tourism Management)</i> Develop an event plan for various events. Develop a programme, schedule and plan the logistics and operations of the various events. Field trip. (Total tuition time: ± 90 hours)	1 X 3-HOUR PAPER
EVENT PLANNING III (EVP301T) <i>(Subject custodian: Department of Tourism Management)</i> Focus on the specific requirements and management skills of professional meetings, conferences and conventions. Banqueting workshop. (Total tuition time: ± 45 hours)	1 X 3-HOUR PAPER



EVENT PROJECT MANAGEMENT I (EVJ100T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Plan an event project through all its stages by applying the basic principles of project management. (Total tuition time: ± 60 hours)

EVENT PROJECT MANAGEMENT II (EVJ200T)**PRACTICAL EXAMINATION****(Subject custodian: Department of Tourism Management)**

Plan an event project through all its stages, utilising the technological applications. (Total tuition time: ± 60 hours)

EVENT RISK MANAGEMENT IA (EVG10AT)**1 X 3-HOUR PAPER****(Subject custodian: Department of Law)**

Introduction to the South African legal system; Law of obligation; Introduction to law of contracts (including: the requirements for a valid contract, contractual capacity, content and parties to a contract, breach of contract, remedies for a breach of contract and termination of a contract). (Total tuition time: ± 42 hours)

EVENT RISK MANAGEMENT IB (EVG10BT)**1 X 3-HOUR PAPER****(Subject custodian: Department of Law)**

Commercial contracts (including: contract of sale, contract of agency, contract of lease, credit agreements, contract of insurance); Business Enterprise Law; Introduction to Labour law, (including: the employment relationship and the Labour Relations Act, 1995 (Act No. 66 of 1995)). (Total tuition time: ± 42 hours)

EVENT RISK MANAGEMENT II (EVG200T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Safety and risk management plans for various event genres. First Aid level 1 and 2. (Total tuition time: ± 60 hours)

EVENT TECHNOLOGY I (EVT100T)**CONTINUOUS ASSESSMENT****(Subject custodian: End User Computing Unit)**

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as end-users in operating systems and MS Office Suite applications (MS Word, MS Excel, MS Excel Intermediate, MS PowerPoint and MS Access Essentials), graphic design and dealing with the Internet, networks and how to search for information. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 70 hours)

EVENT TECHNOLOGY II (EVT200T)**PRACTICAL EXAMINATION****(Subject custodian: Department of Tourism Management)**

Technological applications of the event industry. MS Project. Pastel. (Total tuition time: ± 60 hours)

F**FRENCH (FRE110T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

Language programmes equip students with functionally useful listening, speaking, reading and writing skills, as well as an insight into the relevant culture. Based on a communicative approach, the programmes start at beginner's level. (Total tuition time: ± 90 hours)

G**GERMAN (GER110T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

Language programmes equip students with functionally useful listening, speaking, reading and writing skills, as well as an insight into the relevant culture. Based on a communicative approach, the programmes start at beginner's level. (Total tuition time: ± 90 hours)

S**SPANISH (SNH110T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

Language programmes equip students with functionally useful listening, speaking, reading and writing skills, as well as an insight into the relevant culture. Based on a communicative approach, the programmes start at beginner's level. (Total tuition time: ± 90 hours)

