

## NATIONAL DIPLOMA: EVENT MANAGEMENT

Qualification code: NDVM09 - NQF Level 6

Campus where offered: Pretoria and Mbombela campuses (day classes)  
Last year of new intake: 2018  
Teach-out (phase-out) date: 31 December 2023

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

### CURRICULUM

Consult the 2018 Faculty Prospectus for the full contents of the qualification.

#### 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)

#### SECOND SEMESTER

EVG10BT Event Risk Management IB (0,063)

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)
<b>FIRST SEMESTER</b>			
EVM301T	Event Management III	(0,334)	Event Management II
EVP301T	Event Planning III	(0,333)	Event Planning II
<b>SECOND SEMESTER</b>			
EVE201T	Event Management Practice II	(0,335)	Event Management III Event Planning III
TOTAL CREDITS FOR THE THIRD YEAR:		<b>1,002</b>	
TOTAL CREDITS FOR THE QUALIFICATION:		<b>3,000</b>	

### SUBJECT 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. On 12 September 2018, the syllabus content was defined as follows:

#### E

#### **EVENT COMMUNICATION I (EVC100T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Applied Languages)*

Communicate in a business environment using various technologies in sharing and gathering information. (Total tuition time: ± 90 hours)

#### **EVENT MANAGEMENT I (EVM100T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Tourism Management)*

Introduction to event administration and management (planning, organising, leading and controlling). Introduction to event accounting. (Total tuition time: ± 90 hours)

#### **EVENT MANAGEMENT II (EVM200T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Tourism Management)*

Human resource management with specific reference to the event industry. Financial management for event operations. (Total tuition time: ± 90 hours)

#### **EVENT MANAGEMENT III (EVM301T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Tourism Management)*

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)

#### **EVENT MANAGEMENT PRACTICE II (EVE201T) WORK-INTEGRATED LEARNING**

*(Subject custodian: Department of Tourism Management)*

Analyse an event within the organisation where WIL is taking place through all phases of the event project. (Total tuition time: six months)

#### **EVENT MARKETING I (EVR100T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Tourism Management)*

Introduction to marketing. Marketing information. The event market. The marketing mix. Marketing issues. (Total tuition time: ± 90 hours)



<b>EVENT MARKETING II (EVR200T)</b> <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)	<b>1 X 3-HOUR PAPER</b>
<b>EVENT PLANNING I (EVP100T)</b> <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)	<b>1 X 3-HOUR PAPER</b>
<b>EVENT PLANNING II (EVP200T)</b> <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)	<b>1 X 3-HOUR PAPER</b>
<b>EVENT PLANNING III (EVP301T)</b> <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)	<b>1 X 3-HOUR PAPER</b>
<b>EVENT PROJECT MANAGEMENT I (EVJ100T)</b> <i>(Subject custodian: Department of Tourism Management)</i> Plan an event project through all its stages by applying the basic principles of project management. (Total tuition time: ± 60 hours)	<b>1 X 3-HOUR PAPER</b>
<b>EVENT PROJECT MANAGEMENT II (EVJ200T)</b> <i>(Subject custodian: Department of Tourism Management)</i> Plan an event project through all its stages, utilising the technological applications. (Total tuition time: ± 60 hours)	<b>PRACTICAL EXAMINATION</b>
<b>EVENT RISK MANAGEMENT IA (EVG10AT)</b> <i>(Subject custodian: Department of Law)</i> 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)	<b>1 X 3-HOUR PAPER</b>
<b>EVENT RISK MANAGEMENT IB (EVG10BT)</b> <i>(Subject custodian: Department of Law)</i> 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)	<b>1 X 3-HOUR PAPER</b>
<b>EVENT RISK MANAGEMENT II (EVG200T)</b> <i>(Subject custodian: Department of Tourism Management)</i> Safety and risk management plans for various event genres. first aid level 1 and 2. (Total tuition time: ± 60 hours)	<b>1 X 3-HOUR PAPER</b>
<b>EVENT TECHNOLOGY I (EVT100T)</b> <i>(Subject custodian: End User Computing Unit)</i> 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)	<b>CONTINUOUS ASSESSMENT</b>
<b>EVENT TECHNOLOGY II (EVT200T)</b> <i>(Subject custodian: Department of Tourism Management)</i> Technological applications of the event industry. MS Project. Pastel. (Total tuition time: ± 60 hours)	<b>PRACTICAL EXAMINATION</b>



**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)

