

# DIPLOMA IN EVENT MANAGEMENT

Dip (Event Management) - NQF Level 6 (360 credits)

**Qualification code: DPET19**

SAQA ID: 63054, CHE NUMBER: H16/14327/HEQSF

Campus where offered:

Pretoria Campus

## REMARKS

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

Acceptance is subject to available capacity according to the Student Enrolment Plan (SEP). Once a programme is full, a waiting list will be in place to provide an opportunity for applicants to fill places of those who did not register on time. Applicants will be informed of their status per official letter from the Office of the Registrar, alternatively, they can check their application status on the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

• **FOR APPLICANTS WITH A SENIOR CERTIFICATE OBTAINED 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.

• **FOR APPLICANTS WITH A NATIONAL SENIOR CERTIFICATE OBTAINED 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 Technical Mathematics or 4 for Mathematical Literacy.

**Recommended subject(s):**

Business Studies, Hospitality Studies and Tourism.



**Selection criteria:**

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

**Assessment procedure(s):**

Applicants with a final APS of 25 and more will be admitted to the programme. Applicants with a score of 20 to 24 may be invited to do the TUT potential assessment.

- **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL) AT NQF LEVEL 4:**

**Admission requirement(s):**

A National Certificate (Vocational) at NQF Level 4 with a bachelor's degree or a diploma endorsement, with at least 50% for English (home language or first additional language), and 40% for Mathematics or 50% for Mathematical Literacy, and 40% for Life Orientation (excluded for APS calculation), and 50% for any other three compulsory vocational subjects.

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

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **25** (excluding Life Orientation).

**Assessment procedure(s):**

Applicants with a final APS of 25 and more will be admitted to the programme. Applicants with a score of 20 to 24 may be invited to do the TUT potential assessment.

- b. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- c. *Intake for the qualification:*  
January only.
- d. *Presentation:*  
Day classes.
- e. *Minimum duration:*  
Three years.
- f. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- g. *WIL in Events Management:*  
See Chapter 5 of Students' Rules and Regulations.

<b>CURRICULUM</b>
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<b>FIRST YEAR</b>
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CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CAP105X	Communication for Academic Purposes	(5)	(10)	
CPL105X	Computer Literacy	(5)	(10)	
ENM105D	Event Management I	(5)	(16)	
EVF105D	Event Finance I	(5)	(15)	
EVJ105D	Event Project Management I	(5)	(10)	
EVK105D	Event Marketing I	(5)	(10)	
EVL105D	Legal Management for Events I	(5)	(15)	
EVP105D	Event Planning I	(5)	(30)	



INI125D	Information Literacy I (block module)	(5)	(2)
LFI125X	Life Skills I (block module)	(5)	(2)
TOTAL CREDITS FOR THE FIRST YEAR:			<b>120</b>

## SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
COP206X	Communication for Occupational Purposes	(6)	(8)	Communication for Academic Purposes
EVF206D	Event Finance II	(6)	(20)	Event Finance I
EVH215D	Event Human Resource Management I (first-semester module)	(5)	(10)	
EVJ206D	Event Project Management II	(6)	(15)	Event Project Management I
EVK206D	Event Marketing II	(6)	(15)	Event Marketing I
EVP206D	Event Planning II	(6)	(30)	Event Planning I
EVR205D	Event Risk Management I	(5)	(12)	
EVT205D	Event Technology I	(5)	(10)	
TOTAL CREDITS FOR THE SECOND YEAR:			<b>120</b>	

## THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
<b>FIRST OR SECOND SEMESTER</b>				
ENM316D	Event Management III (offered in the first semester only)	(6)	(30)	Event Finance II Event Human Resource Event Management I
EVP316D	Event Planning III	(6)	(30)	Event Planning II
EVX316D	WIL in Events Management	(6)	(60)	
TOTAL CREDITS FOR THE THIRD YEAR:			<b>120</b>	
TOTAL CREDITS FOR THE QUALIFICATION:			<b>360</b>	

## 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 module. At time of publication, the syllabus content was defined as follows:

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#### COMMUNICATION FOR ACADEMIC PURPOSES (CAP105X)

1 X 3-HOUR PAPER

*(Module custodian: Department of Applied Languages)*

A workable knowledge of English is an essential skill for any graduate who is required to conduct themselves successfully in a professional working environment. This module will equip students with the competencies required to compose a selection of written texts related to communicating both internally and externally within a professional environment. In addition, the module includes strategies that are essential for the effective communication in various situations, including small groups to avoid unproductive conflict, a multicultural context, etc. (Total notional time: 100 hours)



**COMMUNICATION FOR OCCUPATIONAL PURPOSES (COP206X)****1 X 3-HOUR PAPER****(Module custodian: Department of Applied Languages)**

The module is designed to provide students with the skills necessary to engage meaningfully with English in both academic and professional environments. It aims to develop the students' note taking and reading skills, as well as writing skills by exposing them to a selection of written texts related to a specific field of study. On completion, students will have an understanding of the writing process and be able to plan, draft, revise and edit work for clarity, coherence, style and appropriateness. (Total notional time: 80 hours)

**COMPUTER LITERACY (CPL105X)****CONTINUOUS ASSESSMENT****(Module custodian: End User Computing Unit)**

Provides foundational knowledge in computing fundamentals, essential digital skills in key applications based on MS Office Suite and network basics (i.e. MS Outlook and Internet). Online exams are mapped with End-User Computing: SAQA 49077 (61591) Core Element as well as Internet and Computing Core Certification (IC3). (Total notional time: 100 hours)

**E****EVENT FINANCE I (EVF105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Accounting, the users of Accounting, the changing nature of Accounting as well as basic business forms found in the event industry and in South Africa. This module focuses on different Financial Accounting concepts and terminology as well as the effect of basic transactions on the accounting equation, bank reconciliation as well as Value Added Tax. Students are also introduced to basic adjustments at the end of a financial year as well as the completion of financial statements of a sole proprietor as well as a company together with the different types of budgets. Students are also introduced to the analysis and interpretation of these financial statements. (Total notional time: 150 hours)

**EVENT FINANCE II (EVF206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

The role of corporate management as well as the role and responsibilities of the financial manager. Students are be to understand the objectives and requirements of financial statements as well as calculating the financial ratios and interpretation thereof. Students will develop the importance of the time value of money as well as the importance of the investment appraisal process and methods used together with the cost-volume profit analysis of each event. Students will be encouraged to prepare the cash budget of an entity as well as the importance of the cost of capital and working capital of that entity. (Total notional time: 200 hours)

**EVENT HUMAN RESOURCE MANAGEMENT I (EVH215D)****1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module will assist students to initiate new ventures and evaluate their own position and endeavours within the event sector. More specifically, to effectively allocate, manage and control human resources and other stakeholders associated with an event, this module will provide students with the required knowledge and skills to evaluate/establish, select, apply and manage ethical Human Resource Management (HRM) strategic and operational plans through effective problem-solving, decision-making and communication strategies. (Total notional time: 100 hours)

**EVENT MANAGEMENT I (ENM105D)****1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module will assist students to initiate new ventures and evaluate their own position and endeavours within the event (tourism) industry. More specifically, to effectively allocate, manage and control resources associated with an event, this module will provide students with the required knowledge and skills to effectively use all management functions (as planning, leading, organising and controlling) within the event environment. (Total notional time: 160 hours)

**EVENT MANAGEMENT III (ENM316D)****1 X 3-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module provides students with a foundational understanding of starting one's own small ecotourism business. The module incorporates the background to entrepreneurship, the window of opportunity, the business plan, sources of finance, legal and resource issues, family businesses, franchising, buying an existing business and business growth. (Total notional time: 300 hours)



**EVENT MARKETING I (EVK105D)****1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

The success of almost any event and/or business depends largely on the effectiveness of its marketing plans and strategy. This programme will give you a broad understanding of marketing and events and show you how a dynamic approach to marketing and sales can result in career and events and or business success. The objective of the programme is to enable the students to understand the fundamental principles of effective marketing, marketing communication and sales management in the business world. (Total notional time: 100 hours)

**EVENT MARKETING II (EVK206D)****1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module will introduce students to an advanced and more integrated form of Event Marketing. This module will specifically build on the basic knowledge accumulated on level one with more emphasis on the application of Event Marketing. The module will, furthermore, equip students to compile marketing plans. (Total notional time: 150 hours)

**EVENT PLANNING I (EVP105D)****1 X 3-HOUR PAPER****(Module custodian: Department of Tourism Management)**

The purpose of this module is to expose students to an introduction to the event industry and familiarise them with event management, design, operations and production of various types of events. Furthermore, to identify the role players and stakeholders of an event and their role and contribution to the planning of various events. (Total notional time: 300 hours)

**EVENT PLANNING II (EVP206D)****1 X 3-HOUR PAPER****(Module custodian: Department of Tourism Management)**

The purpose of this module is to develop an event plan for various events. Expose students to programming, scheduling and the logistically planning and sequence of operations for various events. (Total notional time: 300 hours)

**EVENT PLANNING III (EVP316D)****1 X 3-HOUR PAPER****(Module custodian: Department of Tourism Management)**

The purpose of this module is to be able to plan a meeting, conference or convention effectively. Expose students to programming, scheduling and the logistically planning and operations of meetings and conference (MICE sector). (Total notional time: 300 hours)

**EVENT PROJECT MANAGEMENT I (EVJ105D)****1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module will enable students to begin operating in a project environment by understanding the terminology used and interpreting and explaining fundamental concepts of project management. Students will be able to align project planning components and to integrate it into a single overall project management plan for a simple to moderately complex project. Students will be able to analyse and refine a project organisational structure, its profiles, roles and responsibilities. (Total notional time: 100 hours)

**EVENT PROJECT MANAGEMENT II (EVJ206D)****CONTINUOUS ASSESSMENT****(Module custodian: End User Computing Unit)**

This module will enable students to operate in a project environment and equip them with the intellectual competencies and practical skills to analyse, interpret, understand and apply events management principles, processes and procedures in the context of events planning and management (MS Project and Visio). Practical decision-making skills will be facilitated by means of case studies, which require a critical situation analysis, the selection and interpretation of relevant information and implementation of decisions. (Total notional time: 150 hours)

**EVENT RISK MANAGEMENT I (EVR205D)****1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

The module provides insight into the principles and practices of risk management with primary focus on tools, techniques, and risk and safety plans in the events industry. (Total notional time: 120 hours)



**EVENT TECHNOLOGY I (EVT205D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module will enable students to operate in a project environment and equip them with the intellectual competencies and practical skills to analyse, interpret, understand and apply events management principles, processes and procedures in the context of events planning and management. Students will be able to apply event management concepts to industry-specific software technology solutions (Summit and Rendez-vous) within simple to moderately complex project. (Total notional time: 100 hours)

**I****INFORMATION LITERACY I (INI125D)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Library and Information Services)**

Introduction of information literacy. Development of a search strategy and application of a search string to search engines and academic databases. Evaluation of information sources. Ethical and legal use of information. (Total notional time: 20 hours)

**L****LEGAL MANAGEMENT FOR EVENTS I (EVL105D)****1 X 2-HOUR PAPER****(Module custodian: Department of Law)**

This module provides a foundational introduction to South African law, introduction to tourism law, delictual liability in the adventure tourism environment, basic principles of the law of contract, introduction to labour law and the employment relationship, prescriptive labour legislation and managing labour relations in the workplace. (Total notional time: 150 hours)

**LIFE SKILLS I (LF1125X)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Student Development and Support)**

Personal, socio-emotional and academic skills development for students in higher education. This module includes: 1. Intra- and interpersonal skills (e.g. emotional intelligence, relationships, and conflict management); 2. General study skills (e.g. time management, goal setting, learning styles); 3. Health and wellness (e.g. HIV/AIDS, GBV issues, substance abuse); 4. Student life and adjustment (e.g. identity development, adjusting to a higher education environment); and 5. Financial management. (Total notional time: 20 hours)

**W****WIL IN EVENTS MANAGEMENT (EVX316D)****WORK-INTEGRATED LEARNING****(Module custodian: Department of Tourism Management)**

Industry-related training as determined by the University as well as the industry. Student to be assessed as well as all reports submitted by the student. (Total notional time: 600 hours)

