

FACULTY OF
BUSINESS

BACHELOR OF COMMERCE IN
**EVENT
MANAGEMENT**

SAQA Id:
99647

NQF:
7

Credits:
380

Duration:
3 years





PROGRAMME ACCREDITATION

We comply with requirements for accreditation as a higher education institution, that includes quality assurance, quality promotion and ongoing quality improvement.

- Prestige Academy (Pty) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. Registration certificate no. 2009/HE07/005
- Prestige Academy (Pty) Ltd is accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE) to offer the **Bachelor of Commerce in Event Management**.

Accreditation status of the Bachelor of Commerce in Event Management

The Bachelor of Commerce in Event Management is registered on the National Qualifications Framework (NQF) of the South African Qualifications Authority (SAQA), qualification ID 99647.

Admission requirements for the Bachelor of Commerce in Event Management

- The minimum admission requirements is a National Senior Certificate (NSC) with a minimum of 30-39% in the language of learning and teaching of the institution (in our case it is English)
- **PLUS** an achievement rating of 4, 50-59% or better in four (4) 20 credit bearing NSC subjects (excluding Life Orientation).
- **Note:** If the Language of Learning (in our case English) is between 50-59% then this will count towards 1 (one) of the 20 credit bearing subjects. You will therefore then only require 3 additional 20 credit bearing subjects with an achievement rating of 4, 50%-59%.
- Students who successfully completed the National Certificate Vocational level 4 with the following criteria: 60% in three fundamental subjects (including the language of learning and teaching) and an achievement of at least 70% in four vocational subjects.

International student requirements:

International students must ensure that:

- they have an equivalent qualification;
- the equivalent qualification is recognised by SAQA; and that
- they have a valid study VISA issued in the name of Prestige Academy that covers the duration of their studies



WHERE ARE WE LOCATED?

Contact Details (Head Office)

Bellville Campus
Bellville Business Park
DJ Wood Street
Bellville
7530

Tel: 021 949 5036/7

Fax: 021 948 1859

Email: info@prestigeacademy.co.za

Website: www.prestigeacademy.co.za

Contact Details (Satellite Campus)

Centurion Campus
1023 Bank Avenue
Centurion
0046

Tel: 012 683 9942

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BACHELOR OF COMMERCE IN EVENT MANAGEMENT



ABOUT THIS PROGRAMME

Event managers are needed in almost any kind of business - entertainment, finance, government, retail, fashion, sport and music. Their day to day job may be filled with a range of exciting challenges. Event management is the co-ordination, running and planning of all the people, teams and features that come together to create any kind of event. Events usually require many different teams to come together, often involving several external suppliers. Successful events depend on team members, flexibility and a commitment to good cross-team communication. If you love being part of a team and working with people to create something unique, events could well be the path for you.

An event management team needs strong leadership to perform at its best. Negotiations between clients, suppliers, companies or venue staff require flexibility, quick thinking, buckets of initiative and exceptional decision making. A particular ability to spot good compromises and to know what is essential to the success of the event marks out an excellent event team leader. Furthermore, South Africa has become a popular venue for staging international sporting events such as football, cricket, and rugby. The wedding industry alone is known to be a multi-billion rand market. Therefore, qualified students will be able to follow a career in wedding planning and co-ordination, or other fields of specialisation such as adventure event management, sporting or political event management and exhibitions and trade shows.



CURRICULUM OUTLINE

1st YEAR

- Event Management 1
- Fundamentals of Economics
- Entrepreneurship
- Business Marketing
- Accounting for Financial Decision-Making
- Statistical Methods

2nd YEAR

- Event Management 2
- Public Relations
- Business Management
- Marketing Planning
- Micro Economics
- Macro Economics
- Academic Literacy

3rd YEAR

- Strategic Business Management
- Research Methodology
- Law in the Event Industry
- Event Management 3
- Services Marketing
- Work-integrated Learning

careers

Event Management:

- Event Manager
- Wedding Planner
- Music / Mega Event Coordinator
- Conference & Exhibition Centre Manager
- Political Event Manager
- Event Entrepreneur
- Corporate Event Manager
- Sport Event Manager
- Event Brand or Event Marketing Manager
- Team Building / Adventure Programme Facilitator



MODULE DESCRIPTION

YEAR 1

Module 1: Event Management 1

World of Events / Event Planning and Staging

This module will equip students with knowledge of event planning and staging to establish a platform for event management practice. Specific attention is paid to the emerging and dynamics of the event industry, local and global trends, the event life cycle, principles and processes of event planning. It also focuses on aspects of event programming, including the vital requirements, monitoring and evaluation of the event programme. Other aspects that receive specific attention include event themes, suitable event sites, venue contracts, registration, admission control and guest greeting systems, seating arrangements, coordinating attendee, VIP services and related protocols, catering, licensing, and parking arrangements, transportation, infrastructure requirements, and an adequate labour force. In respect of event staging aspects covered include the structuring of an effective event experience, options for entertainment, entertainment logistics, visual effects and communication tools to enhance the event theme.

Private / Wedding Event Management

This module will equip students with knowledge and skills to manage private events and wedding planning. Specific attention is paid to the nature and scope of such events, the role of culture, career options, South Africa as a wedding destination, and attributes of a wedding planner. Emphasis is placed on the principles and procedures regarding actual wedding planning, covering aspects such as wedding programming, contingency plans, the key role players, the wedding ceremony, activities before and after the ceremony, and legal matters. Finally, students are given the opportunity to plan and stage a private event, accompanied by quality assurance steps such as evaluation of the success of the event and steps for improvement of future events.

Module 2: Entrepreneurship

This module introduces the student to the entrepreneurial world and creates a platform for more advanced studies in this field. Students will explore the unique characteristics of the 'entrepreneur' as an individual with limited resources who seizes opportunities to develop new products and services that satisfy the multiple needs of consumers. Specific techniques for releasing creativity in the development and growth of new business ventures will be presented in practical terms. The student will explore the characteristics of a good opportunity in order to ensure that the feasibility and viability of an idea in the marketplace. Other topics that will be discussed include the various forms of entities to choose from when starting a business venture, as well as the various means of protecting the entrepreneur's intellectual property. This module finally introduces the student to the requirements of a structured 'mini-business plan.'

8 Reasons to study
Event Management

"Event Management is a real job that can take you all over the world, introduce you to fascinating people and yes, can keep you paying the bills on time."

Module 3: Business Marketing

This module introduces students to the fundamental concepts and principles that underpin the marketing process. In particular, it gives a concise overview of contemporary marketing, and examines the role and practice of marketing within the changing business environment, the marketing process, segmentation, targeting and positioning, and the extended marketing mix, as well as marketing in different contexts.

Module 4: Fundamentals of Economics

The objective of this module is to introduce students to introductory concepts and practices in micro and macro economics. Introduction to economics covers the basics of economics, economic systems and micro economic theory. This module also covers the basics of macro economic theory, such as economic growth, unemployment, inflation, interest rates, the national budget and international trade.

Module 5: Accounting for Financial Decision Making

This module serves as a foundation to more advanced studies in bookkeeping and accounting. It provides the student with an orientation to core concepts, principles and processes, starting with a brief revisit to the different types of businesses combined with the basic concepts and principles of financial accounting. In particular, attention is paid to source documents and banking procedures, the double-entry system, payment and receipt transactions, credit sales and purchase transactions, as well as elementary year-end procedures.

Module 6: Statistical Methods

Statistical Methods examine a set of common statistical tools in the business context, so students can solve real problems of data collection and analysis. The overall objective of the course is to provide a set of statistical tools for solving problems through the use of sample information. The module includes probability models that are used in economics and business. It also addresses the fundamentals of statistical inference, with special emphasis on the construction of confidence intervals and hypothesis testing.

YEAR 2

Module 1: Event Management 2

Unit A: Event Safety / Risk Management / Event Impact Assessment

This module will equip students with knowledge of safety and risk management related to event management, and event impact assessment. Specific aspects covered include safety and risk management concepts and principles, the safety, security and health requirements of a public event, the purpose, scope and principles of event impact assessment, the event impact and review process, and knowledge management related to event assessment.

Unit B: Sport Event Management / Celebrity Event Management / Event Sponsorship

This module will equip the students with knowledge and skills related to sporting events, celebrity events and sponsorship. Aspects that receive specific attention include the scope of sporting event management, stakeholders in sporting events and their roles, the planning, preparation, and evaluation of sporting event, contingency plans to address potential risks, events for celebrities, and the process of acquiring sponsorship.

Unit C: Conference & Exhibition Management / Political Event Management

This module will equip students with knowledge of corporate events and meetings, conference events, ancillary events, exhibitions and trade shows and political event management. Specific aspects that receive attention include organising and staging successful meetings, using events to enhance corporate pride and values, different types of conferences, administrative, logistical and financial requirements related to a conference, developing company programmes and activities, exhibition objectives, exhibition trends, actors that impact on exhibitions, the scope of political, government and civic events, and planning and preparation of political events. Various event venues are visited to ensure that the students are able to perform an in-depth venue analyses.

Module 2: Marketing Planning

This module builds on and integrates previous knowledge of marketing, including Business Marketing. In particular, it equips the student with knowledge to apply and evaluate analytical tools in the development of marketing plans. Upon completion, students will understand the planning needs of organisations, present a marketing plan to meet target market needs and achieve specified strategic marketing objectives. Marketing audits, barriers to marketing planning and ethical issues in marketing are also addressed.

Module 3: Business Management

This module will equip students with knowledge on how managers should manage the resources and activities of an organisation in such a way that it can be run as profitable and efficiently as possible. Business Management deals with the process of leading and directing an organisation through the optimal deployment and manipulation of limited resources (human, financial, physical material, information, intellectual or intangible). In particular, attention is paid to the business world & business management, management principles, key issues of functional management such as marketing, public relations and financial management, and contemporary issues concerning management and challenges, globally and within South Africa.

Module 4: Public Relations

This module will equip students with the knowledge and skills concerning the public relations industry. Specific aspects that receive attention include key concepts and principles of public relations, requirements for the characteristics of public relations practitioners, the public relations function in business communication, planning public relations programmes, social skills and protocols in public relations, interpersonal relationships, corporate image and media and media relations.

Module 5: Micro Economics

The objective of this module is to introduce students to introductory concepts and practices in micro economics. The principles of micro economics covers the basics of micro economic analysis as well as the structure and operation of the economy explained through the role of micro economic theory including the price mechanism, consumer and producer equilibrium and market structure models.

Module 6: Macro Economics

The objective of this module is to introduce students to introductory concepts and practices in macro economics. Principles of macro economics covers the basics of macro economic analysis as well as the structure and operation of the economy explained through the role of macro economic theory such as economic growth, unemployment, inflation, interest rates, the national budget and international trade.

Module 7: Academic Literacy

This module will equip students with the necessary basic knowledge, understanding and skills that they should apply across all other modules during the completion and presentation of assignments. The content is structured around the following key themes: analyse an assignment topic, planning the first draft, using the correct vocabulary and tenses, formulating a paragraph, avoiding plagiarism, citing and referencing sources as well as correctly and professionally delivering a presentation.

YEAR 3

Module 1: Law in the Event Industry

This module explores the legal issues that permeate the hospitality industry. In particular, it introduces students to the legal and regulatory framework that is necessary for effective operation within a number of industry sectors. Students will interpret and apply a range of regulations and legislation as it applies to the hospitality industry, within the appropriate vocational context.

Module 2: Event Management 3

Adventure Programme Design / Teambuilding & Facilitation

This module will develop a better understanding of adventure programme design. It commences with the philosophy of adventure programming, that includes the core principles of success and how these should be translated into the planning of an adventure experience. Other important aspects covered are the vital elements of adventure programmes, an overview of outcomes-based education and learning and common phases of structured programme design within a systems approach. Finally, the module covers aspects related to preparation to ensure that programme implementation is efficient. The second section will develop a better understanding of team building through adventure programmes and activities. The principles and processes covered are applicable to any target group, including corporate clients. In particular, the content deals with different types, principles, concepts and processes of facilitation. Other aspects covered in this module include the attributes of effective teams, leadership, team building processes, group dynamics, and group member roles.

Module 3: Services Marketing

This module builds on Business Marketing in year one and Marketing Planning in year two and will equip students with in-depth knowledge of key issues in service marketing, including the consumer decision-making process model in services marketing, service strategies and the assessing and improving service delivery. This will provide not only valuable marketing knowledge; it will enable students to immediately apply what they have learned in any employment opportunity throughout their events career.

Module 4: Strategic Business Management

This module builds on Business Management in year two. It will develop an understanding of strategic business formulation, analysis, choice and the implementation structure. It equips the student with knowledge to apply and evaluate analytical tools in the development of strategic plans and strategies. An organisation needs a reference point for decision making that can be provided by the strategy and the planning process involved in designing the strategy.

ARTICLE

PRIVATE VS PUBLIC INSTITUTIONS



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EVENT MANAGEMENT
ALUMNI

“Having to receive the practical training, the in-service hours, actual case studies, it put things into perspective for me. It wasn't that different from the workplace. The practical exams like creatively decorating a table, hiring the items, planning a wedding start to finish. I've used it all.”

Module 5: Research Methodology

This module serves as a foundation to research activities at postgraduate level. The module is organised under two interrelated parts. Firstly, the module covers foundational knowledge. It will equip the student with knowledge and understanding to be able to plan, prepare and conduct research at a basic level. In particular it explores the principles, concepts and processes pertaining to scientific research. The module includes the features of scientific research, types of research, as well as common aspects in the execution of a research assignment, such as problem identification, motivation of the study, formulating a hypothesis, research objectives, selecting suitable methods, planning and preparing the research action, as well as the gathering of data, and performing analyses and interpretation of results leading to a research report.

Secondly, the student is required to deliver a research report on a topic of own interest relevant to the field of study. Since the outcomes focus on research knowledge at an entry level, a dissertation or thesis is not required. Students must conceptualise, plan and establish a research report based on literary concepts.

Module 6: Work-Integrated Learning

Work-integrated learning (also called internship or professional practicum) happens in the final year of study. It involves learning through placement at a company for the purpose of gaining hands-on experience through executing actual tasks and assignments (e.g. business marketing environment). Work-integrated learning is structured around a clear purpose, performance (outcome) targets and procedures in collaboration with the employer and lecturer(s) concerned. It provides students with an opportunity to acquire first-hand experience of the world of work in the industry concerned. Students should acquire an in-depth knowledge of workplace practices as well as a broad knowledge and understanding of how the host organisation operates. They should develop competencies that are impossible or highly unlikely in the classroom environment, for instance the ability to deal with challenges and problems within context of the workplace itself. They will also develop the ability to integrate knowledge and skills across all programme modules at a practical level.



IMPORTANT DATES:

OPEN DAYS:

11 May 2019: 09:00 – 15:00
27 July 2019: 09:00 – 15:00

CLOSING DATES OF REGISTRATION:

Programme: 30 November 2019
Hostel Residence: 30 September 2019

WINTER WORKSHOP: 2 – 5 July 2019

DISCOUNT FOR EARLY ENROLMENT:

31 July 2019

#feesmustfreeze