



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Tourism Management
COURSE NAME	EVENT MANAGEMENT
COURSE CODE	DTE 4013
CREDIT HOUR	3
SYNOPSIS	Students will be expose to the knowledge and skill of planning and manage an event.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Introduction to Event Management 1.1 Definition and concept event management 1.2 Type of event management 1.3 Role of event planner or organizer 1.4 Process of event management 1.5 Impact of event industry to community 1.6 Career prospect 1.7 Entrepreneurial opportunities
2	Planning Of Events 2.1 Feasibility study 2.2 Event themes and objectives 2.3 Organize the coordination of team roles and functions 2.4 Event time line process 2.5 Event contingency plan 2.6 Event proposal
3	Organization and Communication 3.1 Definition organization in event management 3.2 Steps in choosing organizational structure for an event 3.3 Communication in event management 3.4 Human resource



4	Budgeting and Fundraising 4.1 The event project budgeting 4.2 Sources of funding 4.3 Fundraising 4.4 Sponsorship
5	Selecting Event Venues 5.1 Suitable venue/site for event 5.2 Site constrain and opportunities 5.3 Item should be include in the venue/site 5.4 Event signage
6	Event Marketing 6.1 Factors in marketing 6.2 Market research for the event 6.3 Marketing strategy using promotional mix
7	Protocol 7.1 Definition of protocol 7.2 Types of protocol requirement: 7.3 Invitations protocol 7.4 Reception room 7.5 Seating arrangements 7.6 Table etiquette. 7.7 Personnel characteristics: 7.7.1 Master of Ceremony 7.7.2 Usher 7.7.3 Protocol officer
8	Event Programming 8.1 Finalize the schedules and activities 8.2 The need for entertainment, souvenirs and gifts 8.3 Attendee packet content



9	Post Event Activity 9.1 Participant's feedback 9.2 Outstanding bills and accounting items 9.3 Event management cost analysis 9.4 Strengths and weaknesses of event for future improvements 9.5 Post-mortem report and suggest improvement
References:	1. Razaq Raj, Paul Walters &Tahir Rashid "Event Management- Principles & Practice" Sage (2017)