

Diploma in Events Management



- › Completion of 8 modules in 8 months
- › Entry¹ to over 200 degree programmes
- › Direct entry¹ to 2nd year of Bachelor's degree programme
- › Easy and affordable payment schemes²

¹Subject to course duration and meeting entry requirements

²Terms and conditions apply. Subject to bank's approval.

PROGRAMME STRUCTURE & CONTENT

Aims & Objectives

This programme aims to prepare students for roles within the emerging events management industry. It first gives students exposure to the underpinning foundations of this interdisciplinary specialisation of Tourism, Marketing and Management, and then further builds the event-specific knowledge and skills through an investigation of the specialist corporate event management subject areas of sponsorship, event planning, event organisation and advertising/public relations. This will enable graduates to work across industry sectors as in-house or consultant event professionals.

Academic Track

Diploma in Events Management

The Diploma is a pathway programme to be completed in 8 months. Upon completion of the Diploma, students can continue to pursue a Bachelor's Degree from our university partners in the United Kingdom, Australia or Ireland at Kaplan Higher Education Institute in Singapore.

TERM

1

- Introduction to Management
- Tourism Systems

TERM

2

- Marketing Principles
- Commercial Law

TERM

3

- Project Management
- Advertising and Public Relations

TERM

4

- Event Sponsorship and Promotions
- Event Planning and Operations



Progression to Bachelor's Degree
Kaplan Higher Education Institute's University Partners



Delivery Method

The curriculum is taught over 4 terms of 8 weeks with each term covering 2 subjects. Each subject of this part time programme will be delivered over an 8-week cycle comprising 32 contact hours which include face-to-face as well as technology-integrated learning.

Assessment Method

Each unit is assessed by a combination of class participation, written assignments, projects or examinations. Assessment methods may vary according to individual unit requirements.

Programme Support

The Diploma in Events Management is managed by a professional management team at Kaplan Higher Education Institute. This ensures that in addition to classes, students will be supported by a team of programme managers, programme newsletters (updates) via email, academic support system via email/Internet, study notes, scheduling, study group formation, Kaplan City Campus library membership, assignment and examination management, students liaison and organisation and others.

Entry Requirements

Local students:

- GCE A-Level; OR
- Mature candidates (≥30 years old with 8 years work experience); OR
- Candidates with other qualifications will be assessed on case-by-case basis.

*GCE N-Level/GCE O-Level/NITEC/Higher NITEC holders or those who do not meet the entry requirements may contact our Course Consultant for the alternative programmes available.

International Students:

- Completion of Year 12; OR
- Completion of less than Year 12 will be considered if it is an official completion of High School in the country of origin; OR
- IB Diploma; OR
- Pre-university certifications; OR
- Other private or foreign qualifications will be assessed on case-by-case basis

English language requirement:

- Successfully pass Kaplan English Placement Test; OR
- Grade E in any GCE A-Level subjects conducted in English; OR
- IELTS 6.0 or equivalent (applicable for International students)



UNIT OUTLINE

Introduction to Management

This unit aims to introduce the principles underpinning management theory and practice. In particular, the unit provides an in-depth understanding of the four primary functions of management: planning, organising, leading and controlling from which a deeper investigation into management is based.

Tourism Systems

This introductory unit provides an insight into the structure, organisation, conduct and performance of the tourism industry. It examines the impacts as well as issues influencing the development of this sector. It discusses how tourism activities relate both to individuals and to society as a whole. It explores concepts relating to access to tourism and to the delivery of tourism products. Reference is also made to the hospitality sector and to an examination of how this works closely together with tourism to provide the visitor with his/her necessary accommodation and catering needs.

Marketing Principles

This unit is an introductory marketing unit aimed at students studying at diploma level. Marketing principles provide an overview of the marketing process and how it works within the business context. This unit is based on both the theory and practice of marketing. Classes and assessment tasks will encourage students to apply theoretical learning to real world practices.

Commercial Law

Commercial law is a complex system of laws that governs commercial transactions and relationships. It is studied by commerce students because as future business leaders (whether as manufacturers, marketers, employers, contractors, etc.), they will be affected by commercial law. This unit begins with a discussion of what law is and an overview of the legal system which provides the legal framework of commerce, followed by a study of specific areas of law that regulate commerce such as tort law, contract law, sale of goods law, consumer protection law and workplace environment and employment law.



Project Management

The unit aims to provide students with a holistic, integrated view of project management. It will equip students with the necessary project management tools, techniques and interpersonal skills to manage projects from start to finish.

Advertising and Public Relations

This unit is designed to provide students with a foundational understanding of Advertising and Public Relations. The knowledge acquired will arm students to identify concepts and apply them strategically to case studies from within the field of practice and research. In view of the contemporary communications landscape being one of convergent media, students will also be exposed to how the two disciplines have evolved with the inclusion of New Media in strategic execution. The main areas of focus for the unit are: PR and Advertising Tools, Branding, Media and Crisis Management, Planning and Execution of Advertising campaigns.

Event Sponsorship and Promotions

Within the highly competitive events space, the ability for organisations to stand out from the crowd is imperative. Sponsorship not only allows for the financial viability of an event but can serve the sponsor in myriad ways including: brand synergy, corporate social responsibility, public relations and in opening up new and nourishing existing networks. The aim of this unit is for students to understand the power and effects of sponsorship, and to know how to find sponsorship opportunities, secure and harness them. Students will investigate contemporary approaches to sponsorship, and analyse cases from within this emergent but powerful sector. A relatively new field of academic inquiry, this unit benefits from the know-how of industry academic practitioners and students may even be pioneers of event sponsorship and promotion within their chosen industry sector when they graduate.

Event Planning and Operations

This unit deals with the process of planning, creating, developing and executing of events. It examines the various aspects and stages of the event planning and operational process, and the elements and resources available to the event manager in devising and developing quality events. The unit includes a mix of theory and application, as students design, implement and evaluate a hypothetical or real event of their own creation. Teamwork, communication and leadership are emphasised throughout the unit both in and out of class.

FEE SCHEDULE & APPLICATION

Fee Schedule

Please refer to the insert for the information on:

- Tuition Fee
- Non-tuition Fee
- Refund Policy
- EduTrust Certification

For more information, please contact our programme consultant or email info.sg@kaplan.com

How to Apply

All applications must be submitted to Kaplan Higher Education Institute at least 1 month before the start of each intake.

Documents required for programme application:

- Duly completed application form
- Certified copy of highest qualification certificates & transcripts
- Latest CV (if applicable)
- Programme application fee
- Copy of IC or passport

Graduation & Progression

Students who successfully complete the programme will be awarded with the Diploma in Events Management by Kaplan Higher Education Institution. Diploma graduates can then move on to pursue Bachelor's degree programmes with one of our prestigious partner universities in Singapore.

Application & Selection

Considerable care is taken by Kaplan Higher Education Institute in the selection of students. It normally takes about 2 weeks to process each application. It is advisable for students to apply for admission at least 4 weeks before the start of each intake.

Who to Contact

For enquiries on this course, send "KAP-YQ73" via SMS to 9677 7598 or enter it at <http://ask.kaplan.com.sg>.

By sending the code via SMS or website, you have given your consent to have a representative from Kaplan contact you regarding your request.

For other information or enquires on other Diploma programmes, please contact:

Telephone : 6733 1877
 Facsimile : 6225 3605
 Email : info.sg@kaplan.com
 Kaplan Website : kaplan.com.sg

The full application package should be sent to:
Director, Diploma Programme (Part-time)
Kaplan Higher Education Institute
 Kaplan City Campus @ Wilkie Edge
 8 Wilkie Road, #02-01, Singapore 228095

Kaplan Higher Education Institute reserves the right to alter, amend or delete any programme fee, programme, admission requirement, mode of delivery or other arrangements without prior notice.

The information contained in this brochure is correct at time of printing (July 2017).

Registered with Committee for Private Education (CPE), part of SkillsFuture Singapore (SSG).
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The Kaplan City Campuses

Kaplan Higher Education is one of the largest private education institutions in Singapore, spanning more than 140,000 sqft, over 2 campuses – Kaplan City Campus @ PoMo and @ Wilkie Edge. The campuses are located in the heart of the city; all within walking distances from 5 MRT stations across major train lines. All campuses are strategically located to provide students convenience and conducive study environment with state-of-the-art classrooms & computer labs, high-speed WiFi, relaxation lounges, easy access to comprehensive library resources and food & beverage outlets on campus.



Kaplan City Campuses Location Map

Kaplan City Campus @ Wilkie Edge 8 Wilkie Road Level 2, Singapore 228095

Kaplan City Campus @ PoMo 1 Selegie Road Level 6, Singapore 188306

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