

**dct**

كلية دبي للسياحة  
Dubai College of Tourism

# **DCT Diploma in Events Management (Level 5)**

## **Core Units**

<b>Unit Title</b>	Business Communication	<b>Programme</b>	Tourism, Hospitality, Events, Retail (diploma)
<b>Unit Code</b>	M2001	<b>Credit Value</b>	4
<b>Classroom Hours:</b>	40	<b>Self Study Hours:</b>	20
<b>Unit Description/ Purpose</b>	This unit will explore a number of written communication techniques, such as report writing, undertaking research, analysing data and drawing out important information. Students will learn about confidential business information, exploring the ethical issues and codes of practice that businesses must abide by. The unit will equip students with the skills required to sustain business relationships, influence others and negotiate with confidence. Lastly, students will explore how to behave at a networking event, including how to follow up afterwards and forge new business relationships.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Prepare and write a range of business documents in a professional manner.</p> <p><b>LO2:</b> Demonstrate knowledge and understanding of how to reliably source and use various types of business information whilst abiding by ethical and legal codes of conduct.</p> <p><b>LO3:</b> Demonstrate how to successfully carry out business negotiations.</p> <p><b>LO4:</b> Understand the importance of forming long lasting business relationships and how to develop and nurture them via various means.</p>		
<b>Topics</b>	<ol style="list-style-type: none"> <li>8. Introduction to writing business documents</li> <li>9. Types and purpose of business information</li> <li>10. Business information confidentiality and ethics</li> <li>11. Negotiation skills in the workplace</li> <li>12. Networking and building business relationships</li> </ol>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Practical Assessment</li> </ul>		

<b>Unit Title</b>	Supervising and Leading a Team	<b>Programme</b>	Tourism, Hospitality, Events, Retail (diploma)
<b>Unit Code</b>	M2002	<b>Credit Value</b>	4
<b>Classroom Hours:</b>	40	<b>Self Study Hours:</b>	20
<b>Unit Description/ Purpose</b>	This unit describes the skills and knowledge required to effectively lead teams in the workplace to support the achievement of organisation goals. Students will explore various styles of leadership, how to build and motivate teams whilst managing their performance and over the course of the unit begin to develop their own leadership style. This unit is relevant to individuals who are responsible for supervising the work of people within work teams as well as those aspiring to progress to supervisory roles as part of their career path. At this level, work will normally be carried out using reasonably complex and diverse methods and procedures requiring individuals to exercise discretion and judgement, using a range of problem solving and decision-making strategies.		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Understand the various qualities of an effective leader, including different leadership styles and when to use them.</p> <p><b>LO2:</b> Articulate the activities, processes and considerations involved in building a high performing team.</p> <p><b>LO3:</b> Demonstrate knowledge and understanding of managing team performance and development.</p> <p><b>LO4:</b> Be able to effectively plan team resources in a variety of different circumstances.</p>		
<b>Topics</b>	<p>13. Becoming a Team Leader</p> <ul style="list-style-type: none"> <li>- The role and qualities of an effective leader</li> <li>- Leadership styles</li> <li>- Choosing the most effective leadership style</li> </ul> <p>14. Building a high performing work team</p> <ul style="list-style-type: none"> <li>- What is a team?</li> <li>- Characteristics of a successful team</li> <li>- Teamworking skills and behaviours</li> <li>- Organisation and individual benefits of working in a team</li> <li>- Stages in team development</li> <li>- Barriers to team cohesion and performance</li> <li>- The role of the team leader in team cohesion development</li> <li>- Identifying and addressing team conflict</li> </ul> <p>15. Manage team performance and development</p> <ul style="list-style-type: none"> <li>- Performance management cycle</li> <li>- Defining performance goals and objectives</li> <li>- SMART objectives</li> <li>- Developing a high performance work team</li> <li>- Using the GROW and BOOST models</li> <li>- Providing effective feedback</li> <li>- Ethical and legal responsibilities of the employer</li> </ul> <p>4. Team resource planning</p> <ul style="list-style-type: none"> <li>- What is a roster?</li> <li>- How to develop a fair and flexible roster for a variety of environments.</li> </ul>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Practical Assessment</li> </ul>		

<b>Unit Title</b>	Digital Marketing	<b>Programme</b>	Tourism, Hospitality, Events, Retail (diploma)
<b>Unit Code</b>	M2003	<b>Credit Value</b>	4
<b>Classroom Hours:</b>	40	<b>Self Study Hours:</b>	20
<b>Unit Description/ Purpose</b>	<p>The aim of this unit is to provide students with a broad overview of the various channels of digital marketing through a mainly practical approach where students will develop and launch their own digital marketing campaign using the skills and techniques learnt throughout the course. Students will begin by recapping the basics of traditional marketing and the marketing concept before exploring the importance of a blended approach of traditional and digital techniques. Students will learn what is meant by 'the digital customer' before exploring many popular digital marketing channels such as Search Engine Optimization, Search Engine Marketing, Email Marketing, Social Media Marketing, Inbound Marketing, Content Marketing, Video and Web advertising and Web Analytics. Although this is a core unit, students will focus on industry specific case studies and examples that are relevant to their field of study.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Compare and contrast digital marketing with more traditional marketing approaches.  <b>LO2:</b> Understand the digital customer and the various stages of the digital customer journey.  <b>LO3:</b> Demonstrate your understanding of and ability to use key digital marketing channels.  <b>LO4:</b> Use analytical techniques to measure the effectiveness of digital marketing approaches.</p>		
<b>Topics</b>	<p>16. Introduction to Digital Marketing  17. Understanding the digital customer  18. Content marketing  19. Social media marketing  20. Blogging  21. Email marketing  22. Mobile marketing  23. Search engine optimisation  24. Search engine advertising  25. Display advertising  26. Video advertising  27. Analytics</p>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Practical Assessment</li> </ul>		

<b>Unit Title</b>	Internship 2	<b>Programme</b>	Tourism, Hospitality, Events, Retail and Culinary Arts
<b>Unit Code</b>	M2004	<b>Credit Value</b>	2
<b>Months in the workplace</b>	Minimum of 4 months		
<b>Unit Description/ Purpose</b>	<p>The internship unit involves a minimum of a four month professional work placement with a Dubai business or government department in an industry that is relevant to the student's area of study. The internship provides students with the opportunity to experience a hands-on business environment in which to observe and apply their knowledge and skills gained from the diploma programme. At the beginning of the internship, a project will be negotiated between the faculty and the sponsor within the host business that the student is to work on throughout their placement. This may include a marketing plan, research-based project, strategy work, assistance with accounting or financial reporting, HR plans or activities, research, business development, customer relations, events management and market entry strategies, or any other negotiated project. Students must complete the program and the project to the satisfaction of their host organisation as well as an academic supervisor to be eligible to pass this course. They will also be expected to keep a weekly diary of their activities and submit bi-weekly project updates to their academic supervisor. They must also complete a self-evaluation at the end of the placement. Internships will be offered to students on merit through a competitive application and interview process, although all students are guaranteed a placement.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Plan, coordinate and undertake a professional project within a workplace environment.  <b>LO2:</b> Apply and practice good communication skills in a variety of professional and cultural contexts.  <b>LO3:</b> Apply relevant skills and capabilities learnt throughout the year to support the needs of the business you are placed with.  <b>LO4:</b> Evaluate the internship experience in relation to personal career goals, engaging in reflective practice to facilitate personal and professional growth.</p>		
<b>Topics</b>	N/A		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• External internship in a professional business environment.</li> <li>• Weekly check-ins from academic advisor.</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written report evaluating the progress and success of the assigned project.</li> <li>• Professional behaviour and attitude report from business placement.</li> </ul>		



# **DCT Diploma in Events Management (Level 5)**

## **Specialised Units**

<b>Unit Title</b>	Event Project Management	<b>Programme</b>	Events
<b>Unit Code</b>	E2001	<b>Credit Value</b>	4
<b>Classroom Hours:</b>	40	<b>Self Study Hours:</b>	20
<b>Unit Description/ Purpose</b>	<p>The aim of this unit is for students to understand the stages involved in planning, managing and evaluating the outcomes of an event within a defined scope, budget and timeframe. Students will be exposed to various project management tools and techniques that can add structure and rigor to the event planning process, such as stakeholder mapping, benefits tracking, critical path analysis, Gantt charts and risk assessments. Supporting and managing projects requires excellent communication and time management skills, as well as the ability to solve problems during the implementation stage and report project outcomes in a timely manner. The unit will be brought to life through relevant and local case studies, some of which will be shared live by industry experts.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Articulate how project management tools can add structure and rigor to the event management process.  <b>LO2:</b> Describe the steps, processes and activities involved in event initiation.  <b>LO3:</b> Demonstrate your ability to use key tools and techniques to support the planning and smooth running of an event.  <b>LO4:</b> Understand the importance of properly closing an event, including how to evaluate lessons learnt and track any event benefits.</p>		
<b>Topics</b>	<ol style="list-style-type: none"> <li>1. Introduction to Project Management <ul style="list-style-type: none"> <li>- The history of project management</li> <li>- Similarities and differences between projects and events</li> </ul> </li> <li>2. Event initiation <ul style="list-style-type: none"> <li>- Defining the event scope</li> <li>- Developing a business case</li> <li>- Understanding the benefits</li> <li>- Stakeholder management</li> </ul> </li> <li>3. The planning phase <ul style="list-style-type: none"> <li>- Work breakdown structures</li> <li>- Critical path analysis</li> <li>- Gantt charts</li> <li>- Resource allocation</li> <li>- Risk management</li> </ul> </li> <li>4. Event closedown <ul style="list-style-type: none"> <li>- Planning for closure</li> <li>- Tracking Benefits</li> <li>- Evaluation and Lessons Learnt</li> <li>- Dealing with a crash closure</li> </ul> </li> </ol>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Practical Assessment</li> </ul>		

<b>Unit Title</b>	Event Toursim	<b>Programme</b>	Tourism & Events (Diploma)
<b>Unit Code</b>	T2002/E2002	<b>Credit Value</b>	4
<b>Classroom Hours:</b>	40	<b>Self Study Hours:</b>	20
<b>Unit Description/ Purpose</b>	<p>Globally, and particularly in Duabi, events can attract a large volume of tourists, generating demand for the associated hospitality, retail, culinary and tourism products and services. Large scale events can be a great source of income for a destinatiton and can have a huge impact on the country or city's global image. This unit will introduce students to the impact of events on a country's economy and explore a strategic approach to event tourism through local and international case studies. A range of events including sporting, religious, business and music events will be analysed, and a specific focus will be placed on the strategic decisions behind Dubai's bid for the Expo 2020 and the tourism that this event will generate.</p>		
<b>High Level Learning Outcomes</b>	<p><b>LO1:</b> Identify key global and local events and explain how they have transformed their destination in terms of economics, image and culture.  <b>LO2:</b> Describe the impact that various types of events (religious, music, business, sports etc.) can have on a destination's culture and social development.  <b>LO3:</b> Articulate the destination perspective in terms of what goes into the strategic planning and marketing of a large-scale event.</p>		
<b>Topics</b>	<ol style="list-style-type: none"> <li>5. Introduction to event tourism</li> <li>6. Strategic planning for large scale events</li> <li>7. The destination perspective</li> <li>8. Types of events and their specific impacts</li> <li>9. What gives a destination a competitive advantage</li> <li>10. Bidding for large scale, global events</li> <li>11. The Dubai Expo 2020</li> </ol>		
<b>Delivery Method &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Classroom delivery</li> <li>• External visits</li> <li>• Guest speakers from local industry experts</li> </ul>		
<b>Unit Assessment</b>	<ul style="list-style-type: none"> <li>• Written Assessment</li> <li>• Practical Assessment</li> </ul>		