# DCT Certificate in Events (Level 4)

## Core Units

| Unit Title | Cultural Awareness and Workplace Communication | Programme/s | Tourism, Hospitality, Events, Retail & Culinary Arts (Level 4) |
|---|---|---|---|
| Unit Code | M1001 | Credit Value | 4 |
| Classroom Hours: | 48 | Self-Study Hours: | 12 |
| Unit Description/ Purpose | Through this unit, students will acquire the basic knowledge and skills needed to communicate effectively within Dubai's multi-cultural environment and across the world. They will learn about various types of communication methods including written and verbal and the implications of culture in the communication process. Finally, emphasis will be placed on how to interact with people from a range of different social and cultural backgrounds as well as how to effectively handle conflicts and misunderstandings. | | |
| High Level Learning Outcomes | **LO1:** Gain an understanding of different communication styles including both verbal and non-verbal aspects<br>**LO2**: Identify and handle conflicts arising from miscommunication in a service setting and devise strategies to minimise cross cultural misunderstandings<br>**LO3**: Apply different considerations while communicating with diverse audiences<br>**LO4**: Gain familiarity with different types of written and verbal communication tools that are used in various contexts | | |
| Topics | 1. Effective verbal and non-verbal communication<br>2. Multiculturalism and diversity<br>3. Communicating in diverse workgroups<br>4. Listening skills<br>5. Business documents<br>6. Presentations<br>7. Service standards for dealing with diverse customers<br>8. Discrimination and handling conflicts | | |
| Delivery Method & Facilities | • Classroom delivery<br>• External visits<br>• Guest speakers from local industry experts | | |
| Unit Assessment | • Case Study<br>• Presentation | | |

| Unit Title | International Computer Driving License (ICDL) Basic Skills Certificate | Programme | Tourism, Hospitality, Events & Retail (Level 4) |
|---|---|---|---|
| Unit Code | M1002 | Credit Value | 6 |
| Classroom Hours: | 72 | Self Study Hours: | 18 |
| Unit Description/ Purpose | ICDL (International Computer Driving Licence) is the world's leading computer skills certification. To date more than 14 million people have engaged with the ICDL programme, in over 100 countries. DCT is an officially  Accredited Test Centre (ATC). The ICDL Basic Skills Certificate combines four ICDL modules- Computer Essentials, Online Essentials, Word Processing, Spreadsheets- that are essential for every working professional to excel in primary digital skills that are fundamental to all job functions. | | |
| High Level Learning Outcomes | **LO1:**  Gain a practical understanding of computer essentials which includes skills and concepts relating to the use of devices, file creation and management, networks and data security.<br>**LO2**:  Gain a practical understanding of online essentials which includes skills and concepts relating to web browsing, effective information search, online communication and e-mail.<br>**LO3**:  Gain a practical understanding of word processing which includes skills to accomplish everyday tasks associated with creating, formatting and finishing word processing documents, such as letters, CVs, and other documents.<br>**LO4**:  Gain a practical understanding of spreadsheets which includes skills to perform tasks associated with developing, formatting, modifying and using a spreadsheet, to use standard formulas and functions, and to competently create and format graphs or charts. | | |
| Topics | 31.  Computer Essentials<br>32.  Online Essentials<br>33.  Word processing<br>**34.**  Spreadsheets | | |
| Delivery Method & Facilities | •     Classroom delivery through practicals | | |
| Unit Assessment | •     Practical task-based assessment | | |

| Unit Title | Business Fundamentals | Programme/s | Tourism, Hospitality, Events & Retail |
|---|---|---|---|
| Unit Code | M1003 | Credit Value | 3 |
| Classroom Hours: | 36 | Self Study Hours: | 9 |
| Unit Description/ Purpose | This unit covers the basics of what a business is, how it is structured, the ownership, how it impacts the world in which we live and how processes within the business work. You will also begin to understand what businesses' aims are, what their goals are and how they work together as an organisation to achieve these.This unit will provide you with the opportunity to relate these key topics to the real world by researching and working on case studies based on existing global companies. | | |
| High Level Learning Outcomes | **LO1:** Gain an understanding of what a business is and how it is organised, its key functional units and the main types and categorisations of businesses<br>**LO2**: Describe different business ownership structures<br>**LO3**: Articulate the goals of a business and describe how they are set and measured<br>**LO4**: Explain the impact of disruptors on businesses, and indicate ways in which businesses must continuously add value to their offerings to effectively operate in an evolving macro environment | | |
| Topics | 35. **What is a Business?**<br>   • Goods and Services<br>   • Business Activities in the UAE<br>   • Primary, Secondary and Tertiary Industries<br>   • Employment Structures<br>   • Introducing Supply Chain<br>   • Adding Value<br>36. **Forms of Business Ownership**<br>   • Sole Trader<br>   • Partnerships<br>   • Corporation<br>   • Franchising<br>37. **Business Aims and Objectives**<br>   • Business Objectives<br>   • Setting SMART Objectives<br>38. **Main Functions of Business**<br>   • Finance<br>   • Procurement<br>   • Human Resources (HR)<br>   • Marketing<br>   • Operations<br>   • Sales<br>39. **Organisational Structures**<br>40. **Business Environment**<br>   • Stakeholders<br>   • Corporate Social Responsibility (CSR)<br>   • Disruptors | | |
| Delivery Method & Facilities | • Classroom delivery<br>• Site visits<br>• Guest speakers | | |
| Unit Assessment | • Short questions<br>• Report | | |

| Unit Title | Service Skills Fundamentals | Programme | Tourism, Hospitality, Events & Retail (Level 4) |
|---|---|---|---|
| Unit Code | M1004 | Credit Value | 5 |
| Classroom Hours: | 60 | Self-Study Hours: | 15 |
| Unit Description/ Purpose | The purpose of this unit is to provide learners with the knowledge and skills to be able to understand the principles of customer service excellence and to recognise the difference between customer service and customer experience.<br>Students will be able to proactively sell products and services to customers of the Tourism, Hospitality, Retail and Events sectors, to engage with customers in a way that builds rapport and trust, identify customer needs and desires and recommend appropriate products and services to meet identified needs. Students will be able to utilise common selling techniques to close the sale and deliver positive memorable experiences to customers. | | |
| High Level Learning Outcomes | **LO1:** Gain an understanding of the role of customer service excellence and the creation of a customer experience in organisational success<br>**LO2**: Understand and apply concepts related to consumer behaviour and psychology in order to better anticipate and cater to varying customer needs, and to build adequate rapport for a positive first impression<br>**LO3**: Practically apply the FAB (Features, Advantages and Benefits) model to provide clear product and service information to customers<br>**LO4**: Understand different types of selling and stages in the selling process and explore specific techniques at each stage to identify and respond to buying signals, close a sale and practice service recovery in the face of conflict | | |
| Topics | 1. Defining Customer Service<br>2. Creating Positive Memorable Service Experiences<br>3. The Psychology of Buying and Selling<br>4. Selling Techniques<br>5. Developing and Maintaining Product and Service Knowledge<br>6. Proactively Managing Customer Dissatisfaction | | |
| Delivery Method & Facilities | • Classroom delivery<br>• External visits<br>• Guest speakers from local industry experts | | |
| Unit Assessment | • Written Assessment<br>• Roleplay | | |

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| Unit Title | Marketing | Programme/s | Tourism, Hospitality, Events & Retail (Level 4) |
|---|---|---|---|
| Unit Code | M1005 | Credit Value | 4 |
| Classroom Hours: | 48 | Self Study Hours: | 12 |
| Unit Description/ Purpose | This unit introduces students to the fundamental concepts within marketing and teaches them to craft a high-level marketing strategy by using the STP approach (segmentation, targeting, and positioning) and to design the marketing mix (product, price, place, and promotion).<br>This unit aims to help students build a strong foundation of what marketing is and obtain a structured approach to planning marketing activities, while maintaining a high standard of ethics. | | |
| High Level Learning Outcomes | **LO1:** Display an understanding of the basic marketing vocabulary and concepts<br>**LO2**: Articulate and analyse the macro factors at play while developing a marketing plan<br>**LO3**: Describe how to identify and target a specific audience for marketing efforts<br>**LO4**: Design a high level marketing plan that incorporates the four key elements of a marketing mix using the STP approach | | |
| Topics | **41. What is Marketing?**<br>• Needs, Wants and Demands<br>• Market Offerings/Products<br>• Competition and Value<br>• The Link between Sales and Marketing<br>• The Marketing Planning Process<br>• SWOT Analysis<br>• The Marketing Mix<br>**42. Understanding Customers**<br>• The Three Roles of a Customer<br>• Customer Decision Making<br>• Organisational Decision Making<br>**43. Segmentation, Targeting and Positioning**<br>• Introduction to Segmentation<br>• The basics of Targeting<br>• Positioning a Product or Offering<br>• Developing the Value Proposition Statement<br>**44. Product**<br>• Viewing Service as a Product<br>• Developing a product<br>• Branding<br>**45. Price**<br>• Pricing Decisions<br>• Factors affecting pricing decisions<br>• Pricing Strategies<br>**46. Distribution Channels**<br>• The importance of distribution channels<br>• Deconstructing distribution channels<br>**47. Promotion**<br>• Communicating Value Proposition to Customers<br>• Personal Selling<br>• Advertising<br>• Digital Marketing<br>• Sales Promotion<br>• Media Releases<br>• Influencer Marketing<br>• Familiarisation<br>**48. Ethical and Legal Considerations**<br>• Standards for Marketing Ethics<br>• Consumer Rights in Dubai | | |
| Delivery Method & Facilities | • Classroom delivery<br>• Site visits<br>• Guest speakers | | |
| Unit Assessment | • Presentation | | |

| Unit Title | Financial Accounting and Control | Programme | Tourism, Hospitality, Events and Retail (certificate) |
|---|---|---|---|
| Unit Code | M1006 | Credit Value | 3 |
| Classroom Hours: | 36 | Self Study Hours: | 9 |
| Unit Description/ Purpose | This unit focuses on the processes necessary to control specific workplace safety risks. The risk management approach is central to compliance with Occupational Safety & Health (OSH) legislation, which imposes obligations on businesses to manage the safety of their workers and anyone else in the workplace. Students will start by differentiating between a 'hazard' and a 'risk' and learning how to identify and categorise common workplace hazards. They will then explore how risk is measured and learn how to perform a common risk assessment with the help of a risk matrix. Various ways to control risk will be studied, including the many factors that influence the choice of risk control. Finally, students will explore the importance of evaluating and recording workplace incidents and illnesses, followed by a deep dive into the importance of safe food production in service establishments. | | |
| High Level Learning Outcomes | **LO1:** Be able to identify and categorise common workplace hazards, ensuring that local legal requirements are being followed. **LO2**: Perform a risk assessment using a risk matrix. **LO3**: Explore the various ways to eliminate or control risk in the workplace and understand the importance of recording and evaluating incidents. **LO4**: Be familiar with safe food legislation in Dubai that impacts businesses, workers and their responsibilities including personal hygiene, type of food issues as well as correct food handling and storge procedures to reduce risk to health. | | |
| Topics | 49. Introduction to Hazards and Risks 50. Risk Assessments 51. Risk Control 52. Review Risk Management Process 53. Safe Food Production in Dubai | | |
| Delivery Method & Facilities | • Classroom delivery • External visits to local hospitality establishments • Guest speakers from local industry experts | | |
| Unit Assessment | • Written Assessment | | |

| Unit Title | Sustainability | Programme | Tourism, Hospitality, Events & Retail (Level 4) |
|---|---|---|---|
| Unit Code | M1007 | Credit Value | 3 |
| Classroom Hours: | 36 | Self Study Hours: | 9 |
| Unit Description/ Purpose | This unit introduces students to the concept of sustainability, and to current global issues and concerns in the field. Students will gain the knowledge and skills to analyse the impact of businesses operating in tourism on the three pillars of sustainability, will learn about major global and local initiatives in sustainability across various tourism subsectors and will understand the importance of continuous monitoring to measure the effectiveness of sustainability initiatives. | | |
| High Level Learning Outcomes | **LO1:** Gain a holistic view of sustainability across three dimensions (environmental, social and economic) and understand key stakeholders in this area. <br> **LO2**: Display an awareness of the major global issues in sustainability and understand the implications of sustainability concerns for tourism and its associated sectors. <br> **LO3**: Describe existing global initiatives and mitigation techniques related to sustainability, and propose new solutions. <br> **LO4**: Understand how the impact of sustainability measures are analysed and monitored. | | |
| Topics | **54. Tourism and its Subsectors** <br> • Hospitality <br> • Events <br> • Retail <br> • Transportation <br> • Tourism services and service providers <br> • Working together for sustainable tourism <br> **55. Introduction to Sustainability** <br> • Defining Sustainability <br> • The Sustainable Development Goals (SDGs) <br> • Sustainable Tourism <br> • Sustainability in Dubai <br> **56. Defining the Three Pillars** <br> • The Environmental Pillar <br> • Environmental Impacts of Tourism and its subsectors <br> • The Economic Pillar <br> • Economic Impacts of Tourism and its subsectors <br> • The Social Pillar <br> • Socio-Cultural Impacts of Tourism and its subsectors <br> • Social Responsibility <br> **57. Global Sustainability Issues** <br> • Climate Change <br> • Energy Usage <br> • Land Mangement <br> • Consumption and Waste <br> • Water <br> • Carbon Emissions <br> **58. Implications for the Tourism industry** <br> • Aviation and the case of Emirates Group <br> • The Cruise Industry <br> • Accomodation and Hospitality <br> • Adventure Tourism <br> • Sports Tourism <br> • Religious Tourism <br> • Attractions <br> **59. Conducting Sustainable Tourism Activities** <br> • Main techniques to minimise impacts <br> • Managing impacts <br> • Customer behaviour <br> **60. Monitoring Impacts and Changes** <br> • Key monitoring methods | | |

| Delivery Method & Facilities | • Classroom delivery<br>• Site visits to local leaders in sustainability initiatives<br>• Guest speakers |
|---|---|
| Unit Assessment | • Presentation |

| Unit Title | Financial Accounting and Control | Programme/s | Tourism, Hospitality, Events & Retail (Level 4) |
|---|---|---|---|
| Unit Code | M1008 | Credit Value | 4 |
| Classroom Hours: | 48 | Self Study Hours: | 12 |
| Unit Description/ Purpose | This unit will introduce and develop basic analytical skills service industry employees and managers require in terms of facilitating effective financial planning, control and decision making in a service industry context. This unit covers the knowledge and skills required to interpret financial information used by organisations to monitor business performance and provide information on operational and departmental financial activities. On successful completion of this unit, students will be able to interpret financial statements, perform breakeven analysis and calculations, create and interpret budgeting and forecasting data as well as calculate and explain key performance indicators such as financial ratios. | | |
| High Level Learning Outcomes | **LO1:** Demonstrate an understanding of financial accounting systems. <br> **LO2:** Apply a range of financial accounting techniques. <br> **LO3**: Explain and apply tools for effective financial planning and control. <br> **LO4**: Display an understanding of financial ratios. | | |
| Topics | **61. What is Finance and Accounting** <br> • Money, finance and accounting <br> • Money in our day-to-day lives <br> • Types of accounting <br> • Records and documentation <br> • Balancing a cash register <br> **62. Financial Statements and Reports** <br> • Income Statement <br> • Balance Sheet <br> • Cash Flow Statement and Forecast <br> • Double-entry bookkeeping <br> **63. Calculating the Price** <br> • The break-even point: the relationship between cost, volume and price <br> • Discounts and offers <br> • Taxes in Dubai <br> **64. Budgeting** <br> • Budgeting <br> • Variance Analysis <br> **65. Financing a Business** <br> • Types of finance <br> • Risk and return <br> **66. Analysing Business Performance** <br> • Financial Rations <br> • Key Performance Indicators (KPIs) <br> **67. Audits** <br> • What is an audit? <br> • Responsibilities of a business <br> • Business ethics | | |
| Delivery Method & Facilities | • Classroom delivery <br> • Practice exercises <br> • Financial statement analysis and decision-making | | |
| Unit Assessment | • Exam 1 <br> • Exam 2 | | |

| Unit Title | Internship 1 | Programmes | Tourism, Hospitality, Events, Retail and Culinary Arts |
|---|---|---|---|
| Unit Code | M1009 | Credit Value | 8 |
| Hours in the workplace | 120 (minimum) | | |
| Unit Description/ Purpose | The internship unit involves a four week 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 exposure to a professional environment and an opportunity to apply the knowledge and skills they have gained through out the certificate programme in the real world.<br>Students will set relevant objectives for their internship at the beginning of the month with their workplace supervisor and have weekly check-ins to assess progress. They will be involved in a number of activities and projects depending on the business, and all students willpartake in observations, meetings, clerical work and administration, to gain a clearer insight into the day-to-day functioning of the business. Students must complete the programme to the satisfaction of their host organisation and will be assessed against clear criteria. They will also be expected to keep a weekly diary of their activities and to complete a self-evaluation at the end of the placement. | | |
| High Level Learning Outcomes | **LO1:** Plan, coordinate and undertake a range of professional activities within a workplace environment.<br>**LO2:** Apply and practice good communication skills in a variety of professional and cultural contexts.<br>**LO3:** Apply relevant skills and capabilities learnt throughout the year to support the needs of the business you are placed with.<br>**LO4**: Evaluate the internship experience in relation to personal career goals, engaging in reflective practice to facilitate personal and professional growth. | | |
| Topics | N/A | | |
| Delivery Method & Facilities | • External internship in a professional business environment.<br>• Weekly check-ins from academic advisor. | | |
| Unit Assessment | • Written reflections.<br>• Professional behaviour and attitude report from business placement. | | |

# DCT Certificate in Events
# (Level 4)

# Specialised Units

| Unit Title | Introduction to Events | Programme | Certificate in Events |
|---|---|---|---|
| Unit Code | E1001 | Credit Value | 4 |
| Classroom Hours: | 48 | Self Study Hours: | 12 |
| Unit Description/ Purpose | This unit will provide students with an introduction to the events industry and its importance to the tourism sector both globally and within Dubai. This unit helps you actively develop the skills and knowledge required to source and use current and emerging information on the events industry. This includes industry structure, technology, laws and ethical issues, marketing and environmental impacts specifically relevant to the events industry. Event personnel integrate this essential knowledge on a daily basis to work effectively in the industry. This unit will also cover employment opportunities within the various events industry sectors and career goal setting. | | |
| High Level Learning Outcomes | **LO1:** Identify the characteristics of an event, including the different types, classifications, stakeholders, major bodies and reasons for holding an event and technological application at events<br>**LO2**: Understand basic legislations and ethical standards that relate to events globally and locally<br>**LO3**: Explain career opportunities in the industry, the skills required to excel in event roles and sources of information for the industry<br>**LO4:** Describe the economic impact of events | | |
| Topics | 1. Understanding the events industry<br>2. Employment opportunities within events<br>3. Marketing and events<br>4. Sources and uses of information in the events industry<br>5. Economic Impact of Events<br>6. Legislation, Ethics and Standards<br>7. Technology in Events | | |
| Delivery Method & Facilities | • Classroom delivery<br>• External visits<br>• Guest speakers from local industry experts | | |
| Unit Assessment | • Report<br>• Case-based short questions | | |

| Unit Title | Preparing for a career in Events | Programme/s | Events |
|---|---|---|---|
| Unit Code | E1002 | Credit Value | 3 |
| Classroom Hours: | 36 | Self Study Hours: | 9 |
| Unit Description/ Purpose | The purpose of this unit is to equip learners with the fundamental skills required to access and excel at jobs in the events industry. Students will gain an understanding of the importance of personal branding and professionalism in making a positive first impression to a prospective employer, and will learn the key soft skills that are valued in the workplace of today. Learners will also be given an in-depth understanding of how to apply to jobs in the events industry: from finding potential opportunities, to setting career goals and learning the practical skills required during a job application process including effective CV creation, and key interview skills. Finally, learners will learn how to use feedback as a tool for constant improvement. | | |
| High Level Learning Outcomes | **LO1:** Know the importance of cultivating a professional personal image.<br>**LO2**: Explore the importance of taking ownership of on-going professional development to enhance professional identity and further career opportunities.<br>**LO3**: Be prepared for the job application process for an entry level position within the events sector.<br>**LO4**: Develop the personal skills and attitudes required to be successful in a workplace environment. | | |
| Topics | 1. Personal Branding<br>2. Presenting a Professional Image<br>3. Taking responsibility for own Performance and Development<br>4. Preparing for an Interview<br>5. Motivation in the workplace<br>6. Working in a Team | | |
| Delivery Method & Facilities | • Classroom delivery<br>• External visits to local hospitality establishments<br>• Guest speakers from local industry experts | | |
| Unit Assessment | • Written Assessment<br>• Role Play | | |

| Unit Title | Event Planning | Programme | Events |
|---|---|---|---|
| Unit Code | E1003 | Credit Value | 4 |
| Classroom Hours: | 48 | Self Study Hours: | 12 |
| Unit Description/ Purpose | This unit is designed to introduce students to the skills and knowledge required to plan an event from event conception through to the actual execution of the event. Students will learn how to create key event planning documents, and will also familiarise themselves with major post event activities that need to be taken into account during the planning phase. | | |
| High Level Learning Outcomes | **LO1:** Recall elements of the EMBOK model and relate them to each stage of event planning<br>**LO2**: Understand how event concepts evolve, from initial idea generation to testing and modification based on common feasibility assessment tools<br>**LO3**: Show awareness of and create standard event planning documents and schedules<br>**LO4**: Display an understanding of key shutdown and post-event activities | | |
| Topics | 7. **The Phases of Event Planning**<br>   • Stages in planning<br>   • The EMBOK Model<br>   • Types of Event Planning<br>8. **Initiation**<br>   • Concept Development and design<br>   • Idea generation<br>9. **Feasibility Studies**<br>   • The importance of research<br>   • Feasibility headings<br>   • SWOT Analysis<br>   • The Business Case<br>10. **Event Planning documents**<br>   • Stakeholder Management<br>   • The Event Plan<br>   • Resource Allocation and Staffing<br>   • The Risk Register<br>   • Event Planning Schedule<br>11. **Organisational Structures for Events**<br>   • The Event Team<br>   • Responsibilities<br>12. **Operational Plans**<br>   • Risk Management<br>   • Site and Logistics Plans<br>   • Shutdown Planning<br>   • Putting it all together for the Event Plan<br>13. **Monitoring and Evaluation**<br>   • Event Plan Monitoring<br>   • Post-event Evaluation | | |
| Delivery Method & Facilities | • Classroom delivery<br>• External visits to local events and event management companies<br>• Guest speakers from local industry experts | | |
| Unit Assessment | • Presentation | | |

| Unit Title | MICE | Programme | Certificate in Events |
|---|---|---|---|
| Unit Code | E1004 | Credit Value | 3 |
| Classroom Hours: | 36 | Self Study Hours: | 9 |
| Unit Description/ Purpose | This unit is an introductory unit that explores various segments in the MICE (Meeting, Incentives, Conferencing and Exhibitions) industry. Upon completion of this unit, students will have acquired a basic knowledge of the MICE industry sufficient to clearly describe what the MICE industry entails, the structure of the industry and its impact. Students will also be able to explain what constitutes MICE and give examples for each of the segment. It aims to prepare students for careers in professional conference organisers, destination management companies, association management companies, associations, or other event-related businesses. | | |
| High Level Learning Outcomes | **LO1:** Explain MICE events including a definition, key terminology, structure, main stakeholders and their importance to Dubai<br>**LO2:** Explain the operational processes involved in staging different types of MICE events<br>**LO3:** Create standard event management documentation for different types of MICE events such as detailed schedules | | |
| Topics | 8. Overview of the MICE industry<br>9. Association Meetings<br>10. Corporate Meetings<br>11. Incentive Travel<br>12. Exhibitions | | |
| Delivery Method & Facilities | • Classroom delivery<br>• External visits<br>• Guest speakers from local industry experts | | |
| Unit Assessment | • Written Assessment<br>• Reports related to event documentation | | |

| Unit Title | Introduction to the Tourism Industry (Short) | Programme | Certificate in Hospitality Certificate in Events Certificate in Retail |
|---|---|---|---|
| Unit Code | T1006 | Credit Value | 3 |
| Classroom Hours: | 36 | Self Study Hours: | 9 |
| Unit Description/ Purpose | This unit introduces students to the tourism industry, starting with the history of tourism, the purpose of travel and the importance of contemporary tourism to global economies. Students will study the varous sectors and offerings within the industry, examining the interactions between the different elements such as accommodation, transport, events, attractions and the variety of tourism services. This will support students in developing an appreciation of the travel and tourism experience. Students will then explore how to search for and use current and emerging information on the tourism industry to meet the needs of customers. This will lead into an overview of trends in the tourism industry, factors that impact trends and therefore disrupt the movements of inbound, outbound and domestic visitors. A common thread through the unit will be the tourism industry in Dubai, its growth in recent years and importance to the local economy. | | |
| High Level Learning Outcomes | **LO1:** Discuss the history, development and economic importance of the tourism industry and explain how its different elements combine to provide a tourism experience. <br> **LO2**: Explain and demonstrate how to use various sources of tourism related information. <br> **LO3**: Review current trends in tourism that are shaping the industry in Dubai and internationally. | | |
| Topics | 1.  Introduction to the tourism industry <br> 2.  The tourism industry sectors <br> 3.  Sources of information <br> 4.  Trends in the Tourism Industry | | |
| Delivery Method & Facilities | •   Classroom delivery <br> •   External visits to local hospitality establishments <br> •   Guest speakers from local industry experts | | |
| Unit Assessment | •   Written Assessment <br> •   Presentation | | |

| Unit Title | Event Site Selection | Programme | Events |
|---|---|---|---|
| Unit Code | E1005 | Credit Value | 3 |
| Classroom Hours: | 36 | Self Study Hours: | 9 |
| Unit Description/ Purpose | This unit describes the skills and knowledge required to source and select sites for events. This includes the ability to analyse event requirements in order to determine venue or site requirements, to develop selection specifications, contract site use (including a consideration of legal requirements and risk management). This unit is relevant to a broad range of events that are diverse in nature, and are coordinated in many industry contexts, including the tourism, hospitality, sports, cultural and community sectors. | | |
| High Level Learning Outcomes | **LO1:** Source a relevant venue for a given event by matching event details to site requirements, and using a multitude of reseach methods and information sources<br>**LO2**: Describe the potential risks and regulations associated with sites and venues<br>**LO3**: Display an understanding of the tools, opportunities and criteria available for inspecting and evaluating a short listed venue<br>**LO4**: Show an understanding of the steps and documentation involved in confirming a venue for an event, including the elemnets of contract creation | | |
| Topics | 14. **Determining Site Requirements**<br>   • The Selection Process<br>15. **Sourcing Event Sites**<br>   • Different types of venues<br>   • Information sources and research methods<br>   • Request for Proposals (RFPs)<br>16. **Understanding Site Specifications**<br>   • Venue specification<br>   • Risk Assessment<br>   • Regulations<br>17. **Comparing Event Sites**<br>   • Site Inspection<br>   • Providing recommendations on venue options<br>18. **Confirming Site Arrangements**<br>   • Tentative bookings<br>   • Confirming venue arrangements | | |
| Delivery Method & Facilities | • Classroom delivery<br>• External visits to local events and event management companies<br>• Guest speakers from local industry experts | | |
| Unit Assessment | • Presentation | | |

| Unit Title | Event Operations | Programme | Certificate in Events |
|---|---|---|---|
| Unit Code | E1006 | Credit Value | 4 |
| Classroom Hours: | 48 | Self Study Hours: | 12 |
| Unit Description/ Purpose | This Unit will introduce event operations, and the main operational areas for most event types i.e. Attendee and Participant Management, Communications Management, Infrastructure Management,Technical Management, Site Management and Logistics Management. The key tools, systems, equipment and general operational considerations for each area will be explored. By the end of the unit, students will be able to explain what event operations is, understand operational planning, and be able to identify the main resources in terms of people, products, systems and services that are needed to produce an event. | | |
| High Level Learning Outcomes | **LO1:** Explain the event operations phase of an event and what it entails including major areas of execution and typical team setups <br> **LO2:** Explain the processes, operational considerations, tools, procedures and tasks associated with the main operational areas of an event <br> **LO3:** Produce standard event management documentation associated with operations | | |
| Topics | 13. An Overview of Event Operations <br> 14. Attendee and Participant Management <br> 15. Communications Management <br> 16. Infrastructure Management <br> 17. Technical Management <br> 18. Site Management <br> 19. Logistics Management | | |
| Delivery Method & Facilities | • Classroom delivery <br> • External visits <br> • Guest speakers from local industry experts | | |
| Unit Assessment | • Presentation | | |

| Unit Title | Events Capstone Project | Programme | Events |
|---|---|---|---|
| Unit Code | E1007 | Credit Value | 4 |
| Classroom Hours: | 48 | Self Study Hours: | 12 |
| Unit Description/ Purpose | This unit is designed to consolidate and integrate the knowledge, skills and attitudes acquired throughout the Level 4 Events Certificate Programme. Students are required to apply all of the skills necessary to successfully initiate, plan, execute, control and close an event. <br> Working as part of a team on a real life, mid-sized event, students will be responsible for developing the key event management deliverables, including the event proposal, event planning documents including budget, risk registers, run sheets, marketing plans etc., and post-event reviews, data and evaluation. Students will facilitate meetings, contact suppliers, organise entertainment and activities, launch an online event marketing campaign, present status to management, justify decisions to key stakeholders and keep them continually updated with progress. The event itself will be executed and managed entirely by students, with staff on hand to monitor and observe. <br> Students will generally work in groups, although planning and writing of some reports will be done individually. A significant proportion of the unit grading will be attributed to a student's participation and effort throughout the unit, their initiative and ability to work effectively as part of a team. | | |
| High Level Learning Outcomes | **LO1:** Prepare an event proposal document and present it to a client team in a simulated pitch environment. <br> **LO2**: Prepare event planning documents that support the planning of a real life event. <br> **LO3**: Plan and execute a medium scale event. <br> **LO4:** Demonstrate your ability to work effectively as an individual under limited supervision and as part of an effective event management team. | | |
| Topics | 19. Event Initiation <br> 20. Event Planning <br> 21. Event Execution <br> 22. Post-event activities | | |
| Delivery Method & Facilities | • Classroom delivery <br> • External visits to local event establishments <br> • Guest speakers from local industry experts to support students in planning their event | | |
| Unit Assessment | • Written deliverables <br> • Participation and effort throughout <br> • Event execution | | |