



# Your Qualification



## HIGHER CERTIFICATE IN EVENT MANAGEMENT (2021 Curriculum)

The Independent Institute of Education (The IIE)

This qualification will equip you with the skills to plan, co-ordinate and execute an event. Students will be trained to use basic office and presentation software and business communication for foundational purposes. There are various modules related directly to event management that students will engage with to prepare one for the event management industry from planning and co-ordination to the execution and management of events. Students will also cover an introductory module of public relations. The qualification includes basic business practice, marketing, and project management skills. This knowledge will be applied and incorporated in a workplace integrated learning module. Collectively, these modules will enable you to use these skills and optimise your employment prospects.

### What is this Higher Certificate's accreditation status?

The IIE Higher Certificate in Event Management is accredited by the South African Council on Higher Education (CHE) and is registered by the South African Qualifications Authority (SAQA) on the National Qualifications Framework (NQF) as a 120-credit qualification on level 5 (SAQA ID: number: 84686).



Varsity College is an educational brand of The Independent Institute of Education (Pty) Ltd which is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. no. 2007/HE07/002). Company registration number: 1987/004754/07.

## Who is this Higher Certificate aimed at?

This qualification is aimed at students who wish to coordinate and manage a broad spectrum of events in a professional manner. It provides students with the ability and skills to plan coordinate and execute events in various industries and sectors. Hence, the qualifying students can be employed in a wide range of corporate organisations, parastatal and governmental departments and event management consultancies in various industries as junior or trainee event managers and perform the functions of assistant event managers and event coordinators.

## What entry requirements will I need to study this Higher Certificate?

		English	Notes
<b>Minimum Admission Requirements</b>	NSC: HC pass with	30%	
	NC(V): HC pass	40%	
	SC: Endorsement - none	33.3%	
	SC(a): HC pass with	A minimum of 30% in LOLT in NSC/ SC(a) <b>OR</b> with a min. of 33.3% in SC	
	<b>International:</b> A SAQA Evaluation Certificate with NSC Level 4 equivalence with at least 30 % or equivalent for English.	<a href="#">Refer to the International Admissions Spreadsheet</a>	
<b>Senate Discretionary Admissions</b>	Mature Age Exemption	Candidates must have attempted the Senior Certificate or equivalent, attained the age of 23 before or during the first year of registration with three years' work experience and proven ability relating to the proposed programme as well as adequate communication skills; <b>OR</b> Candidates must have attained the age of 45 before or during the first year of registration.	
	Recognition of Prior Learning (RPL)	Where candidates do not satisfy the formal admission requirements for this qualification, The IIE may consider an admission application in terms of the Credit Accumulation and Transfer, Recognition of Prior Learning and Qualification Completion Policy (IIE010).	
	General Education Development (GED) - An USA qualification developed by the American Council on Education (ACE)	Candidates with a GED qualification may be admitted if they have a SAQA Evaluation Certificate with NSC L4 equivalence as well as NBT: AQL results and have obtained a score of at least 37 for Academic Literacy (AL) and a score of at least 37 for Quantitative Literacy (QL).	
	OQSF Qualifications	Candidates with an OQSF Level 5 or N4-N6 qualifications or combination of N3 and SC subjects, or an NSC (FET Colleges) with N3 subjects may be admitted to Higher Certificate Studies.	

Students who successfully complete the Higher Certificate in Event Management have the option to register for the IIE Bachelor of Arts in Corporate Communication, the IIE Bachelor of Education in Foundation Phase Teaching, and the IIE Bachelor of Education in Intermediate Phase Teaching, the IIE Bachelor of Commerce, the IIE Bachelor of Arts. Academic credit for some modules may be given.

## What is The Teaching and Learning Strategy of The IIE's Varsity College, and how will it help prepare me for the 21st century working world?

Our teaching and learning approach is based on active learning which enables us to focus on the skills you need to succeed in the New World. This way, the student is at the centre of learning. Academic life, we believe, should be as relevant and participative as possible – a dynamic, two-way exchange. This enables students to:

- Engage with subject material
- Build understanding
- Develop critical thinking and problem-solving skills for the 21st Century workforce.

This collaborative approach teaches you how to think, and to ask questions; the right questions. We call it New World Thinking.

Our active learning approach is structured as a blend between online and face-2-face lectures. This allows us to take learning beyond the confines of the lecture room. independent, self-directed learners. Our Learning Management System called VCLearn enables this blend and affords you a range of approaches to teaching and learning, and resources that are designed to promote self-organised learning and thought leadership.

## How is this Higher Certificate structured at The IIE's Varsity College?

The IIE Higher Certificate in Event Management is a one-year certificate. The modules are delivered on a full-time basis with lectures being scheduled during the day from Monday to Friday.

Please note that in line with academic practice, The IIE's curriculum is reviewed annually thus changes may occur in module structure and sequence in order to ensure that the qualification remains relevant. The exit level outcomes of the programme do not change. Registered students receive an updated programme curriculum on an annual basis.

## What will I study in this Higher Certificate?

### CURRICULUM FOR STUDENTS STARTING IN 2021

Higher Certificate in Event Management					
Full academic year					
1 <sup>st</sup> Semester	NQF Level	Credit Value	2 <sup>nd</sup> Semester	NQF Level	Credit Value
<b>EVMT5121</b> Event Management 1A	5	15	<b>EVMT5122</b> Event Management 1B	5	15
<b>DIAL5111</b> Digital and Academic Literacies	5	15	<b>EVDE5122</b> Event Design	5	15
<b>EVAD5121</b> Event Administration	5	15	<b>MRKP5121</b> Marketing Principles	5	15
<b>INPR5111</b> Introduction to Public Relations	5	15	<b>XHEM5119</b> Work Integrated Learning	5	15

## **What about timetables?**

The IIE's full-time programmes are aimed at students wishing to dedicate themselves to full-time studies for the duration of their qualification. This means that students are expected to engage in additional learning activities and assessments outside of the scheduled lecture-time.

Students must understand that timetables remain subject to change throughout the year. Unfortunately, we cannot guarantee that timetable structures will remain the same during each year of your studies with us. In addition, where students are repeating modules, these modules may be offered in the evenings or on weekends. Students are required to attend lectures in order to remain up to date with the academic programme. Students who would like to pursue limited part-time employment opportunities outside of the academic programme must prioritise their studies and avoid committing to work schedules until after they have received their timetables and academic calendar from the institution.

## **Work Integrated Learning (WIL)**

The aim of this practical component is to provide students with the experience of following the event management process up to the point of planning for an event. The project is centred on a simulated scenario. Students will ultimately pitch the concept of an event. The first three (3) phases of an event management process are: research, design and planning. They will be utilised to develop an event proposal that will be pitched to the lecturer (who will be acting as the client). Students in groups will act as the event co-ordinators, planning and proposing the event to the "client". This module will use the principles of event management and the development of the event plan will be part of students' portfolios. Students will be required to conceptualise an entire event of their choice; including theme, venue, invitations, running sheet, décor, catering, entertainment, etc.

Students must complete the Work Integrated Learning component to achieve the graduation requirements of this programme.

## **What must I pass in order to graduate with this Higher Certificate?**

In order to be awarded this qualification, you must have achieved a minimum final year mark of fifty percent (50%) for each module of the programme; and have met all the Work Integrated Learning requirements, where applicable.

## **How long do I have to complete this qualification?**

Students have a maximum of 2 years to complete this qualification.

## **With what qualification will I graduate?**

You will graduate with The IIE Higher Certificate in Event Management.

## **Career opportunities: what employment opportunities can I pursue after I have completed this Higher Certificate?**

In addition to essential event management and public relations skills, students will gain basic business skills which will enhance their opportunities to enter the workplace to take up positions such as:

- Event co-ordinator
- Conference organiser
- Event project manager
- Conference producer
- Events manager
- Assistant venue manager
- Exhibition co-ordinator
- Wedding planner

### **Websites for you to visit:**

[www.iem.co.za](http://www.iem.co.za)

<https://www.exsa.co.za/>

### **Articulation Options**

Students may articulate into the following programmes at The IIE's Varsity College. In some instances, students will be able to apply for academic credits:

The IIE Bachelor of Arts

The IIE Bachelor of Arts in Law

The IIE Bachelor of Arts in Corporate Communication

The IIE Bachelor of Commerce degree

The IIE Bachelor of Commerce in Law

The IIE Bachelor of Computer and Information Sciences in Application Development

The IIE Bachelor of Computer and Information Sciences in Network Engineering

The IIE Bachelor of Education in Foundation Phase Teaching \*

The IIE Bachelor of Education in Intermediate Phase Teaching \*

The IIE Bachelor of Laws \*

The IIE Diploma in Commerce and Business Management

The IIE Diploma in Software Development

The IIE Diploma in Sport Development and Management

### **\*Additional entrance criteria apply to these programmes**

**Call your nearest IIE's Varsity College campus to discuss your career options with one of our Student Advisors.**

### **HCEM FACT SHEET 2021 V1 27 August 2020**

*Disclaimer: Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements or any other valid reason.*



### **British Accreditation Council**

The IIE is not only accredited in South Africa but its dedication to providing quality education also led to it being accredited by the British Accreditation Council (BAC) in 2014. The British Accreditation Council is an independent authority in the United Kingdom that accredits private providers globally, including Greece, Switzerland, Singapore, India, Mauritius and the United Arab Emirates. In 2017 The IIE had its accreditation status confirmed by the BAC as an Independent Higher Education Institution confirming our confidence in the international comparability of our standards.

“South African students need to know, when they select a private higher education institution, that the standards offered are equivalent to those of a public University. Our students get this from our extensive local accreditation and registration. The students also benefit from knowing that we meet international standards too. The IIE is accredited as an Independent Higher Education Institution by the British Accreditation Council. Locally and internationally we have demonstrated the quality of what we offer,” said Dr Coughlan, Director, The Independent Institute of Education.

The IIE’s Varsity College students can be confident that their IIE learning experience meets international best practice standards.