



INTERNATIONAL
HOTEL SCHOOL

ONLINE

Higher Certificate in Events Management



ADMISSION REQUIREMENTS

National Senior Certificate
with Higher Certificate entry
or equivalent.



DURATION

24 Months,
5 – 10 hours per week.



CERTIFICATION

Higher Certificate in
Events Management
(SAQA ID No: 99626, NQF Level 5)

Introduction

The Events and Conferencing industries are dynamic industries which are continually evolving, thereby contributing to new venture creation and employment opportunities. The Events and Conferencing industries are multi-faceted, service driven, requiring highly skilled and knowledgeable employees.

The qualification, through the provision of academic and work-integrated learning opportunities provides learners with a competitive edge. These opportunities expose learners to the creative and business aspects of Events Management providing a foundation for learners to enter employment with applicable skills and relevant knowledge.

What will I learn?

- How to analyse and apply event marketing strategies.
- To plan, coordinate and manage event operations and logistics for various types of events.
- Prepare, control, manage and evaluate business systems including cash handling, budgeting, cost control mechanisms, pricing of products and inventory control.
- Design, organise and coordinate Public Relations and Media activities.
- Produce and communicate information using a variety of formats and technologies appropriate for the events industry.

Work Integrated Learning (WIL)



DURATION

16 to 20 weeks per year

Work Integrated Learning (WIL) is part of the modules a student will complete during their studies. These modules will require a student to spend a requisite number of practical hours in various departments within a hospitality establishment. These departments may include, but are not limited to, Food and Beverage, Kitchens, Front Office, House Keeping, Events and Banqueting.

Whilst in work integrated learning, a student will need to submit a Portfolio of Evidence (POE) which is evidence of their practical hours completed. In accordance with the number of hours for the specific programme, a student will need to submit shift schedules, manager evaluations, self-evaluations, and activities or assignments.

It is important to note, that your practical learning must be completed at an establishment that forms part of the hospitality industry. Online students are required to find their own WIL placements for each WIL module.

Should a student currently be working in the hospitality industry and have the required work experience, a student can apply for Recognition of Prior Learning (RPL) for up to 50% of the Work Integrated Learning (WIL) modules. If a student is not working in the hospitality industry, we will advise on the number of hours to be completed for the required WIL modules.