



## Graduate Diploma in Event Management

### NVQ Level 4

#### What is the Cambridge Graduate Diploma in Event Management?

Worldwide, Event Management has become big business with events such as grand prix, super car races, triathlons, marathons, cultural presentations, music festivals, rock concerts or carnivals as well as trade shows, conventions, fund-raisers and awards ceremonies. Consequently, more and more qualified people are being sought to manage and promote these events.

The Cambridge Graduate Diploma in Event Management candidates with professional leadership and business management skills combined with specialist knowledge of the event management industry. Apart from the highly interactive course design, through this programme, candidates have the unique opportunity to complete work-integrated learning within the event management industry.

Candidates completing this programme are highly sought after worldwide and graduates can look forward to joining the burgeoning event management industry in various capacities ranging from strategic planning of events to event coordination.

#### The Cambridge Graduate Diploma in Event Management:

- Has been developed by Cambridge (CAM) in close association with leaders in the field to ensure that it is both relevant and accurate.
- Was created with an international audience in mind so that globally accepted best practice can be taught while being sensitive to a local context and environment.
- Allows on-demand assessment for all modules, so you can enter when the time is right for you
- Is FULLY PRACTICAL as candidates must connect the classroom and the industry by doing examinations through "real-world" solutions for "real-world" organizations. There is no examination through "memorizing and recalling onto foolscaps".
- Will make you an expert in Event Management at Graduate Level.

### Who can benefit from the Graduate Diploma in Event Management?

The Cambridge Graduate Diploma in Event Management course would specifically benefit the creative and innovative individuals who have the innate craving to conceptualize and actualize events.

The course would also be suitable for holders of advanced diploma in business management or equivalent who would like to pursue a career in Event Management or related fields.

Candidates looking forward to earning degrees in Event Management can easily get credit transfers to universities of their choice and simply upgrade their Graduate Diplomas to full bachelor's degree in a very short time.

### Modules

Code No.	Core Modules	Code No.	Additional core set of modules
CGDEM 1	Event concept, proposals, bids and programs	CGDEM 11	Functional Management /Principles of Management
CGDEM 2	Events Industry Technology	CGDEM 12	Financial Management
CGDEM 3	Corporate Convention Management	CGDEM 13	Corporate Strategy
CGDEM4	Event sponsorship and fundraising	CGDEM 14	Organizational Behaviour and Change Management.
CGDEM 5	In-house functions and outdoor events	CGDEM 15	Information Systems Management
CGDEM 6	Event Coordination And Management	CGDEM 16	Marketing
CGDEM 7	Event Venues And Sites Management	CGDEM 17	Human Resource Management
CGDEM 8	Corporate Social Responsibility.	CGDEM 18	Research Methods
CGDEM 9	Managing Leisure Services		<b>Optional/Elective Subjects</b>
CGDEM 10	Leadership Skills & Managing Relations	CGDEM 19	Managing Sports Events
		CGDEM 20	Organizing Seminars & Conventions
		CGDEM 21	Organizing Charity Events
		CGDEM 23	Managing Political Events
	<b>Final Research Project</b>		

### **Course duration**

- Fast-track candidates would take 12 months on coursework
- The maximum course duration is 24 months with written extension permission from Cambridge (CAM)

### **Examinations / Assessment / Certification**

- Assessment is through work-based assignments hence exams are fully practical.
- The *Core Set* of modules requires production of 1,500 to 2,500 word projects for each module at end of each month and all the *core set* of modules must be done
- The *Additional Core Set of modules* requires production of 3,000 to 4,000 word projects for each module at end of each month and all the *additional core set of modules* must be done
- *One Optional Module MUST be taken/selected* and a 1,500 to 2,500 word project be produced for assessment.
- Local moderation will be done through Cambridge, CAM's and QAC's certified professional
- Final assessment will be done by Cambridge, CAM (UK)
- Transcripts will be awarded for all attempted modules directly from Cambridge, CAM (UK)
- A Graduate Diploma certificate will be awarded to candidates who complete all modules successfully as above.

### **Exemptions and credit awards**

There are candidates who may have done or have accredited work place experience in a given set of modules. Credits may be awarded hence exemptions in these modules. These can be used to offset any Core or additional set of modules.

### **Professional Recognition**

The Cambridge Diploma in Event Management at Graduate Professional Level is recognized world-wide and graduates immediately get admission as professional members of Cambridge Association of Managers and Oxford Association of Management.

### **Credit Transfers to Bachelors OR Masters Degree**

Credit Transfers to Bachelors or Masters Degree Levels varies from university to university. However, this being a Cambridge qualification, such upgrades are generally GUARANTEED in most universities as long as you meet their formal qualifications index.

Most (especially top universities) would always require additional subjects/modules plus GMAT/GRE, TOEFL/IELTS, Computer Literacy evidence and an oral interview to ascertain interpersonal skills in addition to the diploma qualification. A lot of consideration is given to those with work place experience, other qualifications or other exceptional achievement. You will be expected to travel overseas unless it is a local university providing the recognition hence the credit transfers.

Some universities accept a 10,000 word project (bachelors) or a 20,000 word project (masters) from those who complete the diplomas at NVQ L4 and NVQL5 respectively, for credit transfers to bachelors or masters degrees.

It is a requirement that candidates meet formal admission procedures of the universities in order to achieve the credit transfers. So, candidates must register directly with the universities for the credit transfers. It is also important to note that the final award of the bachelors or masters degree is at the discretion of the awarding university.

**Learning Support:** You will receive all learning materials from your study centre.