

LEVEL 5 ADVANCED DIPLOMA IN EVENT MANAGEMENT (ENT06001RQ24)

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Introduction to the Events Industry (ENT03001RU)

Credit value	4	QF Emirates Level	3	Duration (hours)	60
Aim	This module aims to provide learners with an introduction to the events industry and its importance to the tourism sector both globally and within Dubai. The module will 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. Learners will be introduced to career paths and roles within the events industry, alongside the skills that they require.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Explore the fundamentals of the events industry					
2. Research sources of information available in the events industry					
3. Identify roles within the events industry and their associated skills					
4. Describe the impacts of events					

Event Site Selection (ENT04004RU)

Credit value	3	QF Emirates Level	3	Duration (hours)	45
Aim	This module aims to provide learners with the knowledge and skills required to source and select sites and venues for events. This includes the ability to analyse event briefs in order to determine venue or site requirements, to develop selection specifications and contract site use (including a consideration of legal requirements and risk management). This module 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.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Source venues for events considering event details and site requirements					
2. Describe the potential risks and regulations associated with event sites and venues					
3. Explain the tools and criteria used to inspect and evaluate shortlisted event sites and venues					

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4. Describe the steps and documentation involved in confirming a venue for an event

MICE Events (ENT03003RU)

Credit value	3	QF Emirates Level	3	Duration (hours)	45
Aim	This module provides learners with an introduction to the MICE (Meetings, Incentives, Conferencing and Exhibitions) industry. The module explores segments in the within MICE, providing learners with a basic knowledge of the industry. Upon completion of the module, learners will be able to clearly describe what MICE entails, the structure of the industry and its impact. Learners will also be able to explain what constitutes MICE and give examples for each of the segments. This module aims to prepare students for careers in professional conference organisations, destination management companies, association management companies, associations, or other event-related businesses.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Explore the fundamentals of MICE events.					
2. Design a MICE event programme.					
3. Define stakeholders and their importance to MICE events.					
4. Examine the positive and negative impacts that MICE events can have on attendees, the community, and the environment.					

Financial Accounting and Control (ENT04008RU)

Credit value	4	QF Emirates Level	3	Duration (hours)	60
Aim	This module will introduce and develop basic analytical skills that employees and managers require in terms of facilitating effective financial planning, control and decision making in a service industry context. Learners will acquire the skills and knowledge 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 module, 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.				
Module Learning Outcomes					

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At the end of this module, learners will be able to:

1. Examine financial accounting systems in current use
2. Apply financial accounting techniques effectively
3. Apply tools for effective financial planning and control
4. Calculate financial ratios accurately

ICT Essentials (ENT04009RU)

Credit value	6	QF Emirates Level	3	Duration (hours)	90
Aim	This module provides learners with a basic understanding and hands on application of ICT concepts and standard computer applications that are commonly used to support administrative functions in a work environment. Learners will gain proficiency in the basic use of word processing applications and spreadsheets that are essential to use in business environments where computer, smart phone, tablet use is required. This module covers content that fulfils the requirements for learners to sit for the Basic Skills Certificate examinations for ICDL: an industry standard in ICT.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Use devices to create and manage files across networks using safe data practices					
2. Use essential online skills					
3. Use Microsoft Word to carry out basic word processing tasks					
4. Use Microsoft Excel to create basic spreadsheets					

Develop Tools to Organise an Event (SPT05008RU)

Credit value	4	QF Emirates Level	4	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills to use the tools required to manage and evaluate the outcomes of an event within a defined scope, budget and timeframe. Students will be exposed to using various tools and techniques that can add structure and rigor to the event initiation and planning processes, such as stakeholder				

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	mapping, scope and objective setting, event budgeting, Gantt charts and tools for gathering feedback and measuring the success of an event. Supporting and managing events 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 module is brought to life through relevant and local case studies, some of which are shared live by industry experts.
Module Learning Outcomes	
<i>At the end of this module, learners will be able to:</i>	
1.	Explain the steps and activities involved in initiating a professional event
2.	Develop industry standard tools that are used to organise an event
3.	Judge the success of an event and how to improve it

Event Industry Internship (SPT05007RU)

Credit value	6	QF Emirates Level	4	Duration (hours)	600 (15 weeks)
Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the events industry. The internship aims to provide the learner with a fresh perspective and new ideas, as well as an opportunity to build brand advocacy and raise local presence and profile. Learners will be encouraged to reflect on their learnings from their Level 4 Certificate internship and use them to create new learning objectives and goals for this workplace experience. They will be expected to implement their learnings from managing teams and take on at least one supervisory role or project, and get feedback on their performance in this new position. The learner will be required to take responsibility for building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Apply intermediate event organisation principles in the workplace					
2. Set objectives in the workplace and monitor progress towards them					
3. Demonstrate event organisation skills in the workplace					
4. Reflect on events internship experience and personal performance using recognised reflective cycles					

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Develop Budgets and Forecasts (TSM05001RU)

Credit value	4	QF Emirates Level	4	Duration (hours)	60
Aim	This module aims to develop learners’ understanding of the methods and practices for the preparation of operating budgets and investment analysis. Learners will forecast income and expenditure in order to prepare budgets and prepare budgetary information to management. Analysing the impact of internal and external factors on budgets will also be studied and learners will appraise budgetary control measure to improve organizational financial performance. The module will also employ research skills, numeracy skills for financial calculations and analysis as well as IT skills for developing and using spreadsheets. Authentic projects and case studies will create a holistic understanding and impact of financial performance in a simulated business environment.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Forecast income and expenditure					
2. Prepare budgets in the Service industry					
3. Review the impacts of internal and external factors on budgets					

Coordinate Suppliers for an Event (SPT05001RU)

Credit value	3	QF Emirates Level	4	Duration (hours)	45
Aim	This module aims to provide learners with the knowledge and skills required to source, compare and engage with suppliers for an event. Learners will be introduced to the variety of suppliers involved in various types of events, and will look at appropriate times to engage with suppliers depending on what they are procuring. Learners will be introduced to Request for Proposal (RFP) documents, and will be taught to create a supplier RFP for a case study event. They will learn how to compare supplier proposals against selection criteria, and how to select the most appropriate supplier to meet the needs of the event brief taking into consideration parameters such as cost, reputation, reliability, sustainability and services offered.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Identify types of suppliers for an event and when to engage with them					
2. Create a Request for Proposal for an event supplier					

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3. Compare technical and commercial supplier proposals

Use Business Ethics in the Workplace (BNS05001NU17)

Credit value	3	QF Emirates Level	4	Duration (hours)	45
Aim	The aim of this unit is to introduce learners to the concept of business ethics and develop knowledge and skills in ethics in the workplace considering business objectives and responsibilities.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Evaluate the principles of ethics in the workplace					
2. Evaluate the value of organisational ethics					
3. Evaluate ethics in workplace relationships					
4. Review the appropriate action to follow during any suspected breaches of ethical codes					

Lead and Develop an Effective Team (TSM05003RU)

Credit value	4	QF Emirates Level	4	Duration (hours)	60
Aim	This module aims to provide the learners with the skills and knowledge required to lead teams effectively in a work environment. Learners will explore the stages involved in building a team and will be exposed to a number of leadership styles. They will learn the benefits and drawbacks of different leadership methods and the situations in which they are appropriate. Learners will learn ways to keep a team motivated, to give feedback and manage teams' performance. Over the course of the module, learners will begin to develop their own leadership style.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Describe the activities, processes and considerations involved in building a high performing team in a culinary workplace environment					
2. Compare qualities of an effective leader including leadership styles and when to use them					
3. Demonstrate how to manage a team's performance and development					

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Plan and Effective Work Roster (TSM05002RU)					
Credit value	2	QF Emirates Level	4	Duration (hours)	30
Aim	This module aims to provide the learners with the skills and knowledge required to develop work rosters effectively in line with employment and business requirements. Learners will explore why team scheduling is important and what good scheduling looks like. They will then learn to prepare work rosters from a given scenario, ensuring that employees are scheduled fairly and effectively.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Explain the purpose of employee scheduling					
2. Plan team resources effectively					

Supervise Meetings (ADM05006NU17)					
Credit value	4	QF Emirates Level	4	Duration (hours)	60
Aim	This unit describes the competencies, skills and knowledge required to supervise a range of meetings including overseeing the meeting preparation processes, chairing meetings, organising the minutes and reporting meeting outcomes.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Evaluate processes to prepare for meetings					
2. Evaluate processes to conduct meetings					
3. Analyse processes to follow up meetings					

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Manage Personal and Professional Development (TSM05006RU)					
Credit value	4	QF Emirates	4	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to manage their own personal and professional development, to successfully enter the workplace and become committed lifelong learners. Learners will be equipped with a range of practical skills that will increase their employability. They will be introduced to online courses that can be used to aid their long-term career and personal development, and will have the opportunity to undertake a number of free online courses as part of their assessment. The practice of self-reflection will be a big focus of this unit, and learners will be equipped with the tools and techniques to become true reflective practitioners. They will document their learning journey through developing an e-portfolio, which they will be able to share with future employers.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Research career paths relevant to programme of study					
2. Explore the importance of ongoing professional development and self-directed learning in enhancing professional identity					
3. Reflect on learnings and experiences using recognised reflective theories					
4. Develop an online portfolio to communicate key employability skills and professional development journey					

Pitch an Entrepreneurial Idea for the Service Industry (BNS06003RU24)					
Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module has been designed to equip students with the knowledge and skills involved in conceptualising an entrepreneurial idea in the Culinary, Events, Tourism or Hospitality industry with a feasible value proposition. Students will learn how to assess the viability of a business idea, and to create a strategy framework detailing their target market, competitive advantage and revenue streams, that can be used as the basis for a business plan. Students will be required to pitch their business idea with the aim of creating investor interest.				
Module Learning Outcomes					

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At the end of this module, learners will be able to:

1. Develop a feasible entrepreneurial idea in the service industry
2. Apply a strategic framework to a business opportunity using the Business Model Canvas
3. Deliver a persuasive pitch to gain investor interest

Develop an Entrepreneurial Idea for the Service Industry (BNS06008RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module has been designed to equip learners with the knowledge and skills involved in creating a go-to-market business plan for a new business. Learners create a business plan that details the nature of the business offerings, target market, marketing strategies and projected financials. This module builds on the business concept created and pitched in the DCT Level 6 module Pitch an Entrepreneurial Idea for the Service Industry.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Explore the ways in which a business sets itself up to offer value to its customers					
2. Conduct market research to determine the servable target market for a business					
3. Explore the marketing efforts required to promote a new business					
4. Create a financial plan for a new business using projected income and costs					

Design a Digital Marketing Campaign (BNS06009RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	The aim of this module is to introduce learners to digital marketing and its importance in the successful marketing of organisations. The module will enable students to develop an understanding of how organisations use various digital tools and techniques to engage their customers and maintain a competitive advantage. Digital marketing is a major component of the successful marketing of organisations. The digital landscape is continually evolving, it is important for marketers to stay ahead of their competitors and deliver cutting-edge digital marketing approaches and strategies. Learners will explore the				

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	fundamentals of the digital marketing including key terms, types of media and the basis of a digital strategy. They will then work towards creating a full digital marketing campaign, developing content for defined customer buying personas and deciding on channels, ad types and a content calendar for distribution.
Module Learning Outcomes	
<i>At the end of this module, learners will be able to:</i>	
1.	Explore the fundamentals of digital marketing
2.	Set objectives and define the customer for a digital marketing campaign
3.	Develop content for a digital marketing campaign
4.	Justify digital marketing campaign tools and tactics

Assess and Enhance a Digital Marketing Campaign (BNS06001RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module will provide learners with the knowledge and skills to assess the success of and enhance the effectiveness of a digital marketing campaign. This module follows on from the module 'Design a Digital Marketing Campaign' Learners will assess the campaign they have designed and describe techniques for evaluating, monitoring and measuring the success of a campaign. They will learn how to establish and measure digital marketing KPIs, various metrics and how to use analytics platforms. Learners will gain the skills and knowledge to use Search Engine Optimisation and Search Engine Marketing to enhance digital marketing campaigns, and will explore creative routes that companies use to widen their reach. As part of this module, learners will be expected to successfully complete the Google Garage Google Analytics training to further enhance their understanding.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Explore methods of monitoring and measuring a digital marketing campaign in line with marketing objectives to increase engagement and conversions					
2. Use online tools to add value to a digital marketing campaign					
3. Explore how Google Analytics 4 can be used for measurement strategy					

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Work on a Live Service Industry Project (BNS06007RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to develop an understanding of business problems and issues particularly at the strategic level and provide them with the opportunity to apply key academic theories and models to develop solution(s) that meet the client's needs. Learner will work in groups as 'business consultants' and will be matched with a client in their industry of study who has a current relevant issue that needs solving. They will spend 10 weeks working as a high performing team and applying the tools and techniques they have learnt in other modules to provide researched solutions. These solutions will then be professionally presented to the client in the next module titled 'Present a Live Service Industry Project'.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Manage a business consultancy project as a team					
2. Research a client's organisation and industry using reliable sources of information					
3. Use recognised business tools and academic theories to develop solutions to a client problem					

Present a Live Service Industry Project (BNS06010RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to develop a professional presentation to a client that contains the results of an industry project. This module is to be taught after the module titled ‘Work on a live service industry project’. Having worked in groups as ‘business consultants’ and developed solutions to a live industry project, in this module learners will be taught how to storyboard a professional presentation, how to reflect on their project work in relation to the 5 areas of project evaluation and how to deliver a succinct and professional presentation to a client.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Prepare a professional presentation for a client					
2. Reflect on the success of a project using the 5 areas of project evaluation					
3. Deliver a professional presentation to an industry client					

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Explore the Fundamentals of Strategic Management (BNS06002RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to understand the importance of strategic management for any organisation that wants to succeed. Learners will be introduced to the basic concepts, principles and practice of business strategy, including key terms and the benefits of planning ahead. They will learn the purpose of mission and vision statements and how to analyse examples from the tourism and hospitality industry. Learners will be introduced to key tools that are used across businesses to analyse the internal and external environments, which in turn are used to create informed strategic plans.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Explore the basic concepts, principles and practices of strategic management					
2. Analyse mission and vision statements for organisations in the tourism and hospitality industry					
3. Discuss the types of strategies and strategic decisions that tourism and hospitality organisations make					
4. Assess an organisation's external and internal environment using recognised strategic management tools					

Use Strategic Management Tools in a Business Simulation (BNS06006RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to implement their knowledge of strategic management in a business simulation as part of a team. Learners will take on the role of business consultants and will be required firstly carry out extensive research into the market, sector, and industry of a given business, gain an understanding of the business environment and then make strategic business decisions each week, using and applying models they have learnt about in class. Each week will class as a year in the simulation, and learners will compete against each other to turnaround the simulation business and increase profits.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					

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1. Analyse the current strategic position of a business
2. Analyse the successes and failures of a business using strategic management concepts
3. Recommend strategic initiatives to improve business performance
4. Reflect on working in a team on a strategic business simulation

Manage an Exhibition (ENT06001RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills to develop, manage and assess the success of an exhibition, which includes designing an exhibition plan and prospectus, managing exhibitor bookings and stakeholder invites and working to ensure exhibitor requirements and needs are met. Learners will manage the entire exhibit from initiation to close, and will gather feedback from exhibitors, exhibit owner and attendees to evaluate the success of the event. Please note – this unit is to be taught concurrently with the level 6 module ‘Manage Sponsors for an Event’.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Develop an exhibition plan for an event concept					
2. Manage exhibitor bookings					
3. Coordinate creation and distribution of exhibition prospectus and invites					
4. Manage a live exhibition as part of a team					

Manage Sponsors for an Event (ENT06002RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills to source, and manage sponsorship for an event. Learners will be introduced to what sponsorship is and why it is necessary, different types of event sponsorship that is commonly sourced and when it is appropriate to use which type. They will learn how to determine sponsorship requirements, source and negotiate with potential sponsors and manage sponsorship				

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	arrangements. Methods for sponsorship monitoring, reviewing and evaluating will also be explored. This module is applicable to event managers who are responsible for making a range of financial and operational decisions. Please note – this module is to be taught concurrently with the level 6 module ‘Manage an Exhibition’. The Learning Outcomes 2 and 3 will be assessed together, as described in section 12 and 13 of this module descriptor.
Module Learning Outcomes	
At the end of this module, learners will be able to:	
1.	Analyse types of event sponsors and sponsorship packages
2.	Develop sponsorship documents based on event requirements
3.	Manage sponsorship operations for a live event

Plan and Coordinate In-House Events (ENT06003RU24)					
Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module teaches students the skills and knowledge required to plan and organise events and functions within a hospitality establishment, with a particular focus on planning events within a hotel or resort. Skills and knowledge that this module covers includes an understanding of the features of hotels that make them suitable venues for events, the types of target markets that hotels typically cater to, how to attract and liaise with event customers in a way that leads to the execution of an event that matches the client’s expectations. Learners will also cover knowledge of common in-house event setups, pre-event operational planning and post event activities in a hospitality establishment.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Describe how hotels are equipped to host a variety of events					
2. Present recommendations based on client requirements					
3. Create a client value proposition, proposal and contract					

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4. Carry out tasks related to the setup and close down of an in-house event

Prepare to Manage a Workplace Project (BNS06004RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge required to manage a work-based project. They will be introduced to the fundamentals of project management, the project management lifecycle and what skills are required to manage a project efficiently. They will explore types of projects in the service industry through real life case studies and hearing from guest speakers, and will learn how to initiate a project and agree objectives, engage with stakeholders and understand a scope of work. Learners will explore the importance of monitoring and reporting project progress, and explore examples of where projects have gone wrong. Finally they will learn about closing down a project effectively and evaluating project success and team performance.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Examine the project lifecycle and the key factors that should be considered when project managing					
2. Analyse the importance of project objectives, a clear scope of work and a project management plan					
3. Explore the importance of monitoring and communicating project progress to stakeholders					
4. Describe the importance of properly closing a project and the steps required					

Research Methods in the Service Industry (ENT06004RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to teach students how to use scientific methods to analyse a range of research topics across the tourism, hospitality or events industry. Students will learn how to use qualitative and quantitative research methods and to apply these methods while considering accurate data collection, data analysis, sampling, and ethics. Students will apply their knowledge by working on a research question within the tourism, hospitality or events industry that enables them to practice using a research method, designing their questionnaire and selecting appropriate statistical methods to analyse data.				
Module Learning Outcomes					

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At the end of this module, learners will be able to:
1. Review literature related to a chosen research question within the service industry
2. Select a research methodology for a given scenario based on knowledge of qualitative and quantitative tools
3. Design common qualitative and quantitative research tools
4. Explain the use of basic statistical analysis tools

Managing Customer Relationships (HOS06001RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module will provide learners with an understanding of customer relationship management (CRM) as a data-driven and technologically supported approach to handling customer interactions. Students will learn to identify common CRM strategies, understand why relationships are important, recognise the varied value of different types of customers to a business, explain the uses of customer- related data and describe the people, tools and systems that enable any CRM initiative. In this module we focus only on CRM in Business to Consumer (B2C) contexts.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Explore the fundamentals and purpose of CRM and customer profiling					
2. Explain the requirements, sources, issues and considerations relating to the use of customer data					
3. Create a CRM strategy that maps channels to each touchpoint in a customer journey					
4. Explain the steps and processes involved in implementing a customer relationship management project					

Use Excel to Analyse and Visualise Data (BNS06005RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
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Aim	This module aims to provide learners with the knowledge and skills required to understand the meaning and importance of digital business intelligence, and the role that Excel can play in analysing and visualising data to help business professionals make informed decisions. Learners will begin by exploring the basics of business analytics, data mining, data visualisation, data tools and infrastructure, and best practices to help organisations to make more data-driven decisions. They will then begin to explore practical tools and techniques using excel, which is still one of the most common pieces of software used in workplaces worldwide. They will learn to use basic and intermediate excel functions to sort, cleanse and manipulate data, and to use charts and pivot tables to visualise data. Learners will be able to explain the importance of data mining and use time series lines to predict or dismiss trends in data.
Module Learning Outcomes	
At the end of this module, learners will be able to:	
1. Explore digital business intelligence and its importance in modern business practice	
2. Use excel functions to analyse and visualise data	
3. Create pivot tables in excel to analyse data	
4. Explore time series and trends in excel	

Manage a Destination (TSM06001RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module is designed to introduce learners to a range of concepts and theories used in destination management and marketing. It aims to utilise links with the Department of Economy and Tourism (DET) in Dubai to review approaches to destination marketing in a real-life scenario. Learners will investigate the role of Destination Marketing Organisations (DMOs) in developing and implementing marketing campaigns. Moreover, learners will be equipped with analytical skills and will be given an opportunity to practice industry-specific skills and competencies. On successful completion of this module learners will be able to identify the factors that influence tourism development at the destination level and appraise techniques for managing visitors and their impacts.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Assess the role of a Destination Marketing Organisation in increasing a destination's competitiveness					

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2. Analyse the factors affecting Dubai's destination growth and development.
3. Analyse the key elements of destination marketing campaigns in meeting campaign objectives.
4. Propose three strategic solutions to support Dubai's destination growth and development

Source an Events Industry Internship (ENT06005RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the Events industry. Learners will be required to search for and apply to relevant internship placements, demonstrating the skills they have gained in previous modules around writing applications, creating a CV and online e-portfolio and performing job interviews. Note that this Module will be completed and assessed simultaneously with the following Level 6 Modules: • Set objectives for an Events Industry Internship • Work on an Events Industry Internship • Reflect on an Events Industry Internship Combined duration of Work Based Learning is 16 weeks.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Apply to internship positions in the Events industry through relevant channels					
2. Perform in a job interview for an Events industry internship					

Set objectives for an Events Industry Internship (ENT06006RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
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LEVEL 5 ADVANCED DIPLOMA IN EVENT MANAGEMENT (ENT06001RQ24)

Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the Events industry. Learners will be required to demonstrate initiative on their internship and set SMART objectives with their supervisor, agreeing workplace expectations and goals. Learners will be encouraged to reflect on their performance and learnings from their Level 5 internship and use them to create their learning objectives and goals for this workplace experience. Once SMART objectives are set, the learner will be expected to regularly monitor and record progress towards the objectives with their line manager, adjusting them if required. The learner will be required to take responsibility for building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues. Note that this Module will be completed and assessed simultaneously with the following Level 6 Modules: • Source an Events Industry Internship • Work on an Events Industry Internship • Reflect on an Events Industry Internship Combined duration of Work Based Learning is 16 weeks.
Module Learning Outcomes	
At the end of this module, learners will be able to:	
1. Set SMART objectives in the workplace	
2. Monitor progress towards objectives in a workplace setting	

Work on an Events Industry Internship (ENT06008RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the Events industry. The internship aims to provide the learner with a fresh perspective and new ideas, as well as an opportunity to build brand advocacy and raise local presence and profile. Learners will be expected to implement their learnings from managing teams and take on at least one supervisory role or project, and get feedback on their performance in this new position. The learner will be required to take responsibility for building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues. Note that this Module will be completed and assessed simultaneously with the following Level 6 Modules: • Source an Event Internship • Set Objectives for an Events Industry Internship				

LEVEL 5 ADVANCED DIPLOMA IN EVENT MANAGEMENT (ENT06001RQ24)

	Reflect on an Events Internship Combined duration of Work Based Learning is 16 weeks.
Module Learning Outcomes	
At the end of this module, learners will be able to:	
1. Lead on a functional stream of the event planning phase in the workplace	
2. Lead on a functional stream of the event execution phase in the workplace	

Reflect on an Events Industry Internship (ENT06007RU24)

Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the opportunity to reflect on their learnings from their Level 6 Advanced Diploma internship, to use them to recommend improvements in projects that they were involved in during their experience from an event management point of view, and to create new learning objectives and goals for their career. The learner will be required to take responsibility for building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues. Note that this Module will be completed and assessed simultaneously with the following Level 6 Modules: • Source an Events Industry Internship • Set Objectives for an Events Industry Internship • Work on an Events Industry Internship Combined duration of Work Based Learning is 16 weeks.				
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Recommend management improvements for an event executed as part of an internship experience					
2. Reflect on an events internship experience and personal performance using recognised reflective cycles					
2. Create short- and long-term career goals					