

提供活动策划的知识和技能，
为学生铺平在相关领域就业及谋求发展的道路。
To provide students the event management knowledge and skills to enable them
to gain employment and development in related fields.



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学术伙伴 Academic Partners:



行业合作伙伴 Industry Partners:



企业发展 活动管理

暨商业管理技能

Enterprise Development Event Management (EVENT-DB)

with Business Management Skills

- ▲ 80% 实践训练
80% Practical Skills
- ▲ 20% 理论
20% Theory
- ▲ 2年课程
2 Years Learning
- ▲ 16岁以上即可报读, 无需入学资格
Entry Requirement: 16 Years Old & Above
- ▲ 教学媒介语以中文为主, 英文为辅
Medium of Instruction: Chinese & Simple English

认证与注册鉴定单位 Accredited and Registered by:



企业发展 活动管理

ENTERPRISE DEVELOPMENT Event Management (EVENT-DB)

2年课程 Years Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：
This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want :

- 充实学生在活动管理与商业管理的技能与知识，以提高他们在相关行业的就业竞争力。
To improve the skills and knowledge of individuals to increase their chances of gaining employment within the event management industry as well as business management.
- 为学生提供活动管理与商业管理行业的就业机会。
To provide students for a career in the event management industry as well as business management.
- 满足有意提高知识与技能的相关行业从业人员的需求。
To meet the needs and objectives of those employed in the industry wishing to broaden their knowledge and skills.

为期两年的活动管理暨商业管理技能课程，学生将会掌握策划和举办活动包括商业管理所需要具备的相关知识和实践技能。本课程涵盖活动策划、活动执行协调、团队管理、市场营销、客户服务和商务活动的知识和技能，为毕业生铺平在相关领域就业及谋求发展的道路。
This two-year event management with business management skills course provides students with a comprehensive knowledge and practical skills needed to plan and organise events which including business skills. This course covers the knowledge and skills of event planning, event executive coordination, team management, marketing, customer service and business events, preparing graduates for employment and development in related fields.

学生将学习 / Students will learn and be able to:

- ▲ 展示对商业原则的透彻理解及其在活动管理领域的运作方式的应用。
To demonstrate the application of a thorough understanding of business principles and how they work in the fields of event management.
- ▲ 让他们参与商业、非营利组织、专业组织和社区。
To engage their involvement with a business, non-profit organisation, professional society, professional community, or local community.
- ▲ 作为团队的一员，为实现共同目标而努力工作。
To work well as part of a group to achieve a common goal.



课程内容 | COURSE OUTLINE

• 活动管理原理 Principles of Event Management	• 节日和文化活动 Festival and Cultural Events	• 商务法律 Business Law
• 活动场地准备、运营与管理 Event Venue Preparation, Operation and Management	• 婚礼与派对策划 Wedding and Party Planning	• 新媒体原理 Principles of New Media
• 活动设施与技术准备协调 Event Facilities and Technical Preparation Co-ordination	• 企业会议、国际会议和展览 Meetings, Incentives, Conferences & Exhibitions (M.I.C.E)	• 公关原理 Principles of Public Relations
• 活动供应链/物流协调 Event Supply Chain/Logistic Co-ordination	• 商务沟通 Communication in Business	• 个人专业发展 Professional Personality Development
• 活动执行协调 Event Execution Co-ordination	• 金融与会计 Finance and Accounting	• 摄影技巧 Photography Techniques
• 款待活动管理 Event Hospitality and Management	• 团队建设技巧 Team Development Skills	• 职场英语（1） Workplace English Communication (1)
• 客户关系管理 Event Customer Relation Services	• 全球化运营 Operating in a Global Context	• 职场英语（2） Workplace English Communication (2)
• 活动设施与风险管理 Event Facility and Risk Management	• 创业技巧 Entrepreneurship Skills	• 期末作业 Major Project
• 活动环境与生态管理 Event Environmental and Ecological Management	• 市场营销原理 Principles of Marketing	
• 旅游、休闲和娱乐管理 Tourism, Leisure and Recreation Management	• 人力资源管理 The Management of Human Resources	

* Please note that the modules listed are indicative and may be subject to change.



OFQUAL认证 | OFQUAL RECOGNITION

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评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供活动管理暨商业管理技能的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of event management with business management skills, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭和高级专业文凭
Diploma and Advanced Diploma awarded by West College Scotland, UK

第五级专业文凭(资格获得OFQUAL英国政府学历及考试评审局承认)
Level 5 Extended Diploma (Regulated by OFQUAL - Office of Qualification & Examination Regulation)



就业前景 | CAREER PATHWAYS

活动策划、项目经理、企业传播专员、市场营销专员、业务专员、客户关系专员与公共关系专员等等。

Event Planner, Project Manager, Corporate Communications Executive, Marketing Executive, Business Executive, Customer Relations Executive & Public Relations Executive, etc.