

EVENT MANAGEMENT SHORT CERTIFICATE

Purpose

The purpose of the Event Management Short Certificate is to prepare graduates with the knowledge, creative insight, and design experience that they need to successfully plan, organize, and execute a variety of events. Students will learn elements of planning events such as event design, food and beverage, proposals and budgets, and risk and people management. Graduates may find employment in roles such as event coordinator, event manager, venue manager or independent business entrepreneur. The program includes streams specific to the different sectors of the event management industry such as wedding planning and event operations.

Duration

This part-time program can be completed over 2 years. Courses are offered during the evening and on weekends.

Maximum time for completion: 3 years.

Learning Outcomes

Upon successful completion of this program, graduates will be able to:

1. Describe the event management industry and the variety of events typically included in this sector
2. Explain how event managers work with vendors and clients to create a food and beverage strategy
3. Describe how budgets and contracts that reflect a client's requirements are produced, negotiated, and managed
4. Create an event design based on a defined event's vision, goals, and objectives
5. Define HR processes with respect to managing and supervising staff and volunteers
6. Explain best practices to reduce financial, safety, and reputational risks of an event
7. Outline how schedules and contingency plans that reflect a client's requirements are produced

Admission Requirements

None.

Program Requirements

Core Courses:

Code	Title	Credits
EVNT 1201	Event & Wedding Foundations	2.0
EVNT 1202	Food and Beverage	1.0
EVNT 1203	Proposals and Budgets	1.0
EVNT 1204	Elements of Event Design	1.0

EVNT 1205	Event HR & Risk Management	1.0
Total Credits		6

Electives - students must complete a total of 3 credits by taking courses from either of the two streams shown below (in addition to the 6 credits of Core courses required):

Wedding Planning stream courses

Code	Title	Credits
EVNT 1206	Fashion, Photography and Video	1.0
EVNT 1207	Wedding Protocols and Culture	1.0
EVNT 1208	Destination Weddings	1.0

Event Operations stream courses

Code	Title	Credits
EVNT 1209	Event Contracts & Negotiations	1.0
EVNT 1210	Event Technology and Logistics	1.0
EVNT 1211	Event Marketing & Communicatio	1.0

Evaluation of Student Learning

Evaluation will focus on assessments directly related to an individual student's context and goals.

Students must have a minimum GPA of 'C' (2.00) in order to graduate.

To achieve the Event Management Short Certificate, students must successfully complete all of the five core courses listed below (total 6 credits) and must complete 3 credits of elective courses (taken from either the Wedding Planning or Event Operations streams) for a total of 9 credits.

Students who complete the three elective courses in the Wedding Planning stream will receive an Award of Achievement in Wedding Planning.

Students who complete the three elective courses in the Event Operations stream will receive an Award of Achievement in Event Operations.

Prior Learning Assessment and Recognition (PLAR)

PLAR is not available for courses in the Event Management short certificate.

Transcript of Achievement

The evaluation of learning outcomes for each student is prepared by the instructor and reported to the Student Records Department at the completion of semesters.

The transcript typically shows a letter grade for each course. The grade point equivalent for a course is obtained from letter grades as follows:

Grading Standard

Grade	Percentage	Description	Grade Point Equivalency
A+	96-100		4.33
A	91-95		4.00

A-	86-90		3.67
B+	81-85		3.33
B	76-80		3.00
B-	71-75		2.67
C+	66-70		2.33
C	61-65		2.00
C-	56-60		1.67
D	50-55		1.00
F	0-49	Failing Grade	0.00
S	70 or greater	Satisfactory – student has met and mastered a clearly defined body of skills and performances to required standards	N/A
U		Unsatisfactory – student has not met and mastered a clearly defined body of skills and performances to required standards	N/A
I		Incomplete	N/A
IP		Course in Progress	N/A
W		Withdrawal	N/A
Course Standings			
R		Audit. No Credits	N/A
EX		Exempt. Credit Granted	N/A
TC		Transfer Credit	N/A

Grade Point Average (GPA)

1. The course grade points shall be calculated as the product of the course credit value and the grade value.
2. The GPA shall be calculated by dividing the total number of achieved course grade points by the total number of assigned course credit values. This cumulative GPA shall be determined and stated on the Transcript at the end of each Program level or semester.
3. Grades shall be assigned to repeated courses in the same manner as courses taken only once. For the purpose of GPA calculation of grades for repeated courses, they will be included in the calculation of the cumulative GPA.