



# Certificates offered by

## Tourism and Hospitality Management division

### **EVENT PLANNING AND DESIGN**

The certificate program aims at building knowledge and skills in events management by equipping students with the concepts and tools in the design, planning, operation and stakeholders' involvement of events. Through the courses, students will produce an event proposal and event design blueprint considering the needs and dynamics of stakeholders, event objectives and resources requirements and constraints.

- ICTB 351 Event Planning and Design
- ICTB 352 Event and Experience Design
- ICTB 353 Event Business Stakeholders Engagement