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Module Title	Business Fundamentals		
Credit value	3	Duration (hours)	45
Aim	This module will introduce learners to the fundamentals of business. They will begin by exploring the definition of a business, the three main business sectors and what license types are possible for businesses in the UAE. Learners will then study the various forms of business ownership and evaluate the pros and cons of each. They will begin to understand how a business can be structured, what business goals and objectives are and how the various functions of an organisation work together to achieve these. Learners will analyse the business life-cycle, review external business environments and investigate how they impact the success and strategic aims of a business. This module will provide learners with the opportunity to relate these key topics to the real world by researching and working on case studies based on existing local and global companies.		

Module Learning Outcomes

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

1. Describe what businesses do and how their core departments function

2. Evaluate business ownership and organisational structures

3. Examine business aims and objectives

4. Examine the environment in which businesses operate

Module Title	Cultural Awareness and Workplace Communication		
Credit value	4	Duration (hours)	60
Aim	This module is designed to provide learners with the basic knowledge and skills required to communicate effectively within Dubai's multi-cultural work environment. Learners will study various types of communication methods, including verbal, non-verbal and written. There will be a particular focus on the implications of culture in the communication process, and learners will gain the knowledge and skills to interact effectively with people from a range of different social and cultural backgrounds. The module will also define guidelines for learners to effectively research, read and reference information enabling them to communicate successfully. Learners will be equipped with the skills to create and present various types of written communication such as emails, reports and presentations to further help them to communicate successfully in the workplace.		

Module Learning Outcomes

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

1. Describe forms of communication such as verbal and non-verbal

2. Apply considerations of culture and diversity while communicating with people from multicultural backgrounds
3. Demonstrate effective methods of researching, reading and referencing information
4. Use types of professional communication

Module Title	Financial Accounting and Control		
Credit value	4	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

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

Module Title	Food and Beverage Service		
Credit value	6	Duration (hours)	90
Aim	This module is designed to give learners an understanding of the fundamental skills and knowledge required to provide quality food and beverage service in a range of settings. The learners will begin by exploring the food and beverage establishments in Dubai, UAE and the types of services they supply, alongside the specific job roles required for these services. They will acquire both operational knowledge and skills, which includes preparing the restaurant for service, taking reservations, welcoming and serving guests. They will also be held accountable for processing accounts and closing operations. The learners will		

	explore F&B activities and procedures required for a variety of in-house functions such as weddings, buffets, cocktail parties and room service.

Module Learning Outcomes

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

1. Examine food and beverage establishments in Dubai

2. Deliver professional food and beverage service

3. Process and balance guest accounts and take payments through cash and non-cash transactions using a Point of Sale (POS) system

4. Describe food and beverage activities, procedures and required equipment for both in-house functions and in-room dining

Module Title	Hazard Identification and Risk Assessment		
Credit value	3	Duration (hours)	45
Aim	This module is designed to focus on the processes necessary to control safety and risks in the workplace. The risk management approach is central to compliance with Occupational Safety & Health (OSH) legislation, which imposes obligations on businesses to manage the safety of their workers and anyone else in the workplace. In this unit, learners will start with basics by differentiating between a 'hazard' and a 'risk' and learning how to identify and categorise common workplace hazards. They will learn how risk is measured and also learn to perform a common risk assessment with the help of a risk matrix. The module will take the learners through various ways to control risk and understand the many factors that influence the choice of risk control. Learners will also be exploring the importance of evaluating and recording workplace incidents and illnesses. This will then be followed by a deep dive into the importance of safe food production in service establishments. Overall this unit will equip learners with essential knowledge and skills required to ensure safety in a service industry workplace.		

Module Learning Outcomes

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

1. Examine common workplace hazards and associated risks

2. Perform a risk assessment using a risk matrix

3. Recall ways to eliminate or control risks through a risk register

4. Explain legislation regarding safe food practices in Dubai impacting businesses and workers

Module Title	ICT Essentials		
Credit value	6	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

Module Title	Internship		
Credit value	8	Duration (hours)	240
Aim	The internship module involves a six-week professional work placement with a Dubai business or government department in an industry that is relevant to the learner's area of study. The internship provides learners with exposure to a professional environment and an opportunity to apply the knowledge and skills they have gained throughout the certificate programme. They will set relevant objectives for their internship at the beginning of the month with their workplace supervisor and have weekly meetings to assess progress. They will be involved in a number of activities and projects depending on the business, and all learners will take part in observations, meetings, clerical work and administration, to gain a clearer insight into the day-to-day functioning of the business. Learners must complete the programme to the satisfaction of their host organisation and will be assessed against clear criteria. They will also be expected to keep a weekly diary of their activities and to complete a self-reflection at the end of the placement. Learners will complete their internship within the Events Industry.		

Module Learning Outcomes

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

1. Display professional attitude and presentation for a events workplace environment

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2. Practice professional communication and teamwork in a events workplace environment
3. Reflect on the internship experience using a recognised reflective cycle
4. Create action plans to support personal and professional growth

Module Title	Introduction to the Tourism Industry (Short)		
Credit value	3	Duration (hours)	45
Aim	This module introduces learners to the tourism industry, starting with the history of tourism, the purpose of travel and the importance of contemporary tourism to global economies. Learners will study the various sectors and offerings within the industry, examining the interactions between the different elements such as accommodation, transport, events, attractions and the variety of tourism services. This will support learners in developing an appreciation of the travel and tourism experience. Learners will then explore how to search for and use current and emerging information on the tourism industry to meet the needs of customers. This will lead into an overview of trends in the tourism industry, factors that impact trends and therefore disrupt the movements of inbound, outbound and domestic visitors. A common thread through the module will be the tourism industry in Dubai, its growth in recent years and importance to the local economy.		
Module Learning Outcomes			
At the end of this module, learners will be able to:			
1. Explore key tourism concepts including sectors, customer segments and economic impacts			
2. Explain the offerings of tourism businesses and how they remain compliant			
3. Review current trends in tourism that are shaping the industry in Dubai and internationally.			

Module Title	Introduction to the Events Industry		
Credit value	4	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			

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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.	

Module Title	Marketing			
Credit value	4	Duration (hours)	60	
Aim	This module introduces learners to the fundamental concepts within marketing and teaches them to craft a high-level marketing plan by using the STP approach (segmentation, targeting, and positioning) and to design the marketing mix (product, price, place, and promotion). This module aims to help learners build a strong foundation of what marketing is and obtain a structured approach to planning marketing activities, while maintaining a high standard of ethics.			
Module Learning Outcomes				
At the end of this module, learners will be able to:				
1. Recognise fundamental marketing concepts and related vocabulary.				
2. Analyse the macro environment of a company using tools such as SWOT analysis, the PESTLE framework and competitor profiles.				
3. Describe how to identify and target a specific audience for marketing.				
4. Design a high-level marketing plan that incorporates the four key elements of a marketing mix using the STP approach.				

Module Title	Preparing for a Career in Events			
Credit value	3	Duration (hours)	45	
Aim	The purpose of this module is to equip learners with the fundamental skills required to access and excel at jobs in the Events industry. Learners will understand the importance of personal branding and professionalism required in making a positive first impression to a prospective employer. They will identify and learn the key soft skills that are required to			

	make them successful at workplace today. This module will also give them an opportunity to understand how learners can take responsibility for their own development in their career. Learners will also be given an in-depth understanding of how to apply to various jobs in the Events industry: from finding potential job opportunities, to setting career goals and learning the practical skills required to excel during the job application process. This includes effective CV creation, writing a cover letter and key interview skills.

Module Learning Outcomes

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

1. Develop a personal brand

2. Write a CV and cover letter for a job in the Events industry

3. Apply key interview skills required for a job at an entry level position within the Events sector

4. Describe the personal skills and attitudes required to be successful in a workplace environment

Module Title	Service Skills Fundamentals		
Credit value	5	Duration (hours)	75
Aim	The purpose of this module is to provide learners with the knowledge and skills required to be able to understand the principles of service excellence. Learners are taught to recognise the difference between customer service and customer experience. They will develop skills to enable them to proactively sell products and services to customers of the Events industry. Learners will also be able to engage with customers in a way that builds rapport and trust, identifies customer needs, desires and in turn recommend appropriate products and services to meet their needs. Learners will also be equipped to utilise common selling techniques to close the sale and deliver positive memorable experiences to customers.		

Module Learning Outcomes

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

1. Examine service excellence and the importance of product and service knowledge for the service industry

2. Create a memorable customer experience through listening to customer needs while building rapport and trust

3. Apply the steps used in the selling process while exploring ways to maximise sales, handling refunds and exchanges for the customer.

4. Resolve customer complaints while applying the concept of service recovery to generate customer loyalty

Module Title	Sustainability		
Credit value	3	Duration (hours)	45
Aim	This module will introduce learners to the concept of sustainability and make them aware of the current global issues and environmental concerns in tourism and its related industries. Learners will gain the knowledge and skills to analyse the impact of the three pillars of sustainability on businesses operating in tourism and tourism related sectors. Learners will be exposed to major global and local initiatives taking place in sustainability and examine how that contributes to the industry. They will understand the importance of continuous monitoring of sustainability initiatives and also identify various methods used to measure the effectiveness of initiatives over time. The knowledge and skills acquired in this unit will enable learners to develop creative solutions to enable businesses to reach their sustainability targets.		

Module Learning Outcomes
At the end of this module, learners will be able to:
1. Explain the three dimensions of sustainability, including their impacts and stakeholders
2. Review major global issues in sustainability and their implications on tourism and tourism related sectors.
3. Describe existing and future global initiatives and techniques used to support sustainability
4. Identify methods to analyse and monitor the impact of sustainability initiatives

Module Title	Event Capstone		
Credit value	4	Duration (hours)	60
Aim	This module aims to consolidate and integrate the knowledge, skills and attitudes acquired throughout the Level 4 Events Certificate Programme. Learners are required to apply all of the skills necessary to successfully initiate, plan, execute, control and close an event. Working as a part of the event planning group, leaners will work on various phases of the event including event proposal, event planning documents, budgets, risk register, run sheets, etc. Learners will also need to do post event evaluation on the success of the event, reflecting on their performance and individual contribution. The module will allow the learners to experience a real-life event with all of its challenges, helping them to be prepared for a job in the industry.		

Module Learning Outcomes
At the end of this module, learners will be able to:
1. Develop an event proposal in response to a client brief

	2. Plan a live event as part of a team
	3. Execute a live event as part of a team
	4. Reflect on the success of a live event

Module Title	Event Planning		
Credit value	4	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to plan an event from conception through to execution. The module will enable learners to understand how to create and use key event planning documents, and will also familiarise learners with major event activities that need to be considered during the event planning phase.		
Module Learning Outcomes			
At the end of this module, learners will be able to:			
	1. Develop an event concept from provided parameters		
	2. Apply tools for testing and modifying an event concept		
	3. Plan an event using recognised industry tools		
	4. Describe post-event activities that occur in the events industry		

Module Title	Event Site Selection		
Credit value	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
4. Describe the steps and documentation involved in confirming a venue for an event

Module Title	MICE Events		
Credit value	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.