

Department of
Business Services
& Management

Higher Diploma in **Business Promotion and Event Management**

Course booklet 03/04



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Departmental Information

<u>Name</u>	<u>Room</u>	<u>Telephone</u>
Ms. Evon Ying	B414	2436 8466
Ms. Mandy Leung	B414	2436 8465
Mr. Jonathan Yeung	B414	2436 8472
Mr. Johnny Chiu	B414	2436 8468
Mr. Frederick Ku	B414	2436 8467
Mr. K C Lam	B414	2436 8471
Ms. Judy Ng	B414	2436 8469
Mr. Antonio Wong	B414	2436 8473
Ms. Cherry Chan	B414	2436 8487
Ms. Shirley Chan	B414	2436 8631
Mr. Thomas Chan	B414	2436 8479
Ms. Vincy Chan	B414	2436 8631
Mr. WH Chan	B414	2436 8481
Ms. Cindy Chiu	B414	2436 8489
Ms. Laura LS Choi	B414	2436 8481
Ms. Florence Chu	B414	2436 8647
Mr. Kelvin Hung	B414	2436 8647
Dr. Raymond Kan	B414	2436 8482
Mr. Samuel Ko	B414	2436 8477
Mr. Leonard Kwan	B414	2436 8487
Ms. Karen Lam	B414	2436 8489
Ms. Anita Leung	B414	2436 8781
Mr. Lison Leung	B414	2436 8475
Dr. Chris Lui	B414	2436 8479
Mr. Banny Ma	B414	2436 8486
Ms. Alice Mok	B414	2436 8475
Mr. Ben Wong	B414	2436 8484
Mr. Bono Wong	B414	2436 8484
Ms. Elsa Yeung	B414	2436 8476
Mr. Lupin Yiu	B414	2436 8482
Mr. Alfred Yu	B414	2436 8486
Ms. Winter Yung	B414	2436 8477
Mr. Sam Shum	B414	2435 9424
Mr. Chow Kwok Tung	B414	2435 9420

Technical Supporting Staff

<u>Name</u>	<u>Room</u>	<u>Telephone</u>
Mr. Chan Kun Keung	B401	2436 8429
Mr. Li Chi Wah	B401	2436 8429
Mr. Poon Kai Yuen	B401	2436 8429
Ms. Yim Ming Lut	B426	2435 9429

Administrative Staff

<u>Name</u>	<u>Room</u>	<u>Telephone</u>
Ms. Irene Wong	B414	2436 8470
Ms. Joyce Tang	B414	2436 8460
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Ms. Kitty So	B414	2436 8478

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Term-time Opening Hours: Monday - Friday 8:30 a.m. to 6:30 p.m.

1. Course Information

Course Leader of HD in Business Promotion and Event Management

Mr Johnny Chiu
Room No. B414h
Telephone No. 2436 8468

Deputy Course Leader

Mr. Leonard Kwan
Room No.: B414
Telephone No.: 2436 8487

First Year Coordinator

Ms. Mandy Leung
Room No. : B414d
Telephone No. : 2436 8465

Year Tutors

<u>Year</u>	<u>Tutor</u>	<u>Telephone</u>
1	Ms. Winter Yung	2436 8477
2	Mr. Leonard Kwan	2436 8487
3	Ms. Vincy Chan	2436 8631

Year 1 Personal Tutors

<u>Class</u>	<u>Tutor</u>	<u>Telephone</u>
1BPE1a	Mr. Leonard Kwan	2436 8487
1BPE1b	Ms. Winter Yung	2436 8477
1BPE1c	Ms. Shirley Chan	2436 8631
1BPE1d	Mr. Winter Yung	2436 8477

Stage 1 Module Leaders

<u>Module</u>	<u>Leader</u>
Business Accounting 1 & 2	Mr. Lison Leung
Business Economics	Ms. Florence Chu
Business Information Analysis	Mr. Banny Ma
Business Management	Ms. Mandy Leung
Business Software Applications 1 & 2	Ms. Laura Choi
Chinese Communication	Ms. Salin Wong
Creativity, Action and Service	Ms. Cindy Chiu
English & Communication for Business 1A & 1B	Ms. Susan Elizabeth Croft
Integrated Studies	Ms. Mandy Leung
Marketing	Mr. Johnny Chiu

Stage 2 Module Leaders

<u>Module</u>	<u>Leader</u>
Business Database Applications	Mr. Frederick Ku
Business English	Ms. Susan Elizabeth Croft
Business Law	Ms. Karen Lam
Business-to-Business Marketing	Mr. Leonard Kwan
China Business Studies	Mr. K.C. Lam
Event Project Management	Ms. Shirley Chan
Exhibition & Event Marketing	Mr. Johnny Chiu
Management Accounting & Finance	Mr. Antonio Wong
Multimedia Communication	Mr. Alfred Yu
Sales Promotion Management	Ms. Winter Yung

Stage 3 Module Leaders

<u>Module</u>	<u>Leader</u>
Business Communication	Ms. Judy Ng
Customer Relationship Management	Mr. Johnny Chiu
Dynamic Interpersonal Skills	Dr. Chris Lui
Effective Marketing Management	Mr. Johnny Chiu
Electronic & Internet Marketing	Mr. Leonard Kwan
Integrated Marketing Communications Strategy	Ms. Shirley Chan
Key Account Management	TBD
Marketing Psychology	Ms. Winter Yung
Project (Higher Diploma)	Ms. Judy Ng
Sponsorship Management	Mr. Johnny Chiu

Course Duration

Three years (stages) of full-time study. The term ‘stage’ means one academic year.

Student Contact Hours

Stage 1	645	Hours
Stage 2	540	Hours
Stage 3	525	Hours

Module Value

Stage 1	10.75
Stage 2	9
Stage 3	8.75

2. Objectives of the Course

The general aim of the course is to provide students with the academic, technical and management skills that will enable them to pursue a successful career in organizing exhibitions and managing events, business-to-business marketing, customer relationship management, key account management and internet marketing.

Specifically, the aims of the course are to:

- enable students to develop skills to function as para-professionals in business promotion and event management within commerce, industry and the public sectors;
- develop students’ ability to plan and organize promotional activities/corporate events, and joint events with third parties;
- enable students to acquire other workplace skills relevant to the business promotion environment;
- enable students to collect and organize marketing and business data for marketing planning and control;

- achieve literacy in the use of business applications software to support marketing management and event planning; and
- prepare students for further studies in related areas.

Curriculum Outline and Assessment Mode :-

Year 1

Module	Semester		Contact Hours / Duration	Module Value	CA (%)	EXAM (%)
Business Accounting 1	S1		60	1	40	60
Business Software Applications 1	S1		45	0.75	100	
Integrated Studies	S1		60	1	100	
Marketing	S1		45	0.75	40	60
Business Economics	S1		60	1	40	60
English & Communication for Business 1A	S1		30	0.5	100	
Business Information Analysis		S2	60	1	40	60
Business Accounting 2		S2	60	1	40	60
Business Software Applications 2		S2	45	0.75	100	
Business Management		S2	45	0.75	40	60
English & Communication for Business 1B		S2	30	0.5	100	
Creativity, Action and Service		S2	60	1	100	
Chinese Communication	S1	S2	45	0.75	100	
Total :			645	10.75		

Year 2

Module	Semester		Contact Hours / Duration	Module Value	CA (%)	EXAM (%)
Business Law	S1		60	1	40	60
Multimedia Communication	S1		45	0.75	100	
Business-to-Business Marketing	S1		45	0.75	40	60
Event Project Management	S1		60	1	100	
Business Database Applications		S2	60	1	40	60
Management Accounting & Finance		S2	60	1	40	60
Exhibition & Event Marketing		S2	60	1	100	
Sales Promotion Management		S2	45	0.75	100	
China Business Studies		S2	45	0.75	100	
Business English	S1	S2	60	1	100	
Total :			540	9		

Year 3

Module	Semester		Contact Hours / Duration	Module Value	CA (%)	EXAM (%)
Customer Relationship Management	S1		45	0.75	40	60
Dynamic Interpersonal Skills	S1		45	0.75	100	
Marketing Psychology	S1		45	0.75	40	60
Sponsorship Management	S1		45	0.75	100	
Integrated Marketing Communications Strategy		S2	45	0.75	100	
Electronic & Internet Marketing		S2	60	1	100	
Key Account Management		S2	45	0.75	40	60
Effective Marketing Management		S2	45	0.75	40	60
Business Communication	S1	S2	60	1	100	
Project (Higher Diploma)	S1	S2	90	1.5	100	
Total :			525	8.75		

CA = Continuous Assessment

4. Submission of Assignments

Students are required to submit their assignments on time according to the date and time set by the module lecturers. The Department has the following late submission penalties:

Deadline exceeded by	Outcome
1 calendar day	Marks will be reduced by 20%
2 calendar days	Marks will be reduced by 50%
3 calendar days	Assignment will not be accepted

5. External Recognition

The department is continuously seeking recognition and exemption with professional bodies and universities both in and outside Hong Kong to maximize graduates' opportunities for further academic and professional qualifications.

Graduates can receive the following exemptions:

- **Open University of Hong Kong**

HDBPE graduates are given advanced standing of 50% of credit points towards the Bachelor of Business Administration BBA (Hons) in Accounting, BBA (Hons) in Business Information Systems, BBA (Hons) in Banking and Finance, BBA (Hons) in Corporate Administration and BBA (Hons) in Management

- **Leeds Metropolitan University of UK**

HDBPE graduates can progress into a full-time, one-year top-up degree course leading to a BA(Hons) in Business and Management. The one-year top-up degree course is offered in IVE Chai Wan campus

- **Deakin University of Australia**

HDBPE graduates are given advanced standing of 50% of credit points towards the Bachelor of Commerce degree

- * **All information is presented for reference only. The Business Services and Management Department reserves the right to make any changes of the information. For further information about the course, please refer to the Student Handbook 2003/2004 of IVE Tsing Yi.**