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**CHRISTIAN SERVICE UNIVERSITY, GHANA**

**Faith: Scholarship: Integrity**

**MASTER OF ARTS, EVENT MANAGEMENT**

The MA Events Management programme is practical industry driven designed to meet the theoretical, philosophical and practical needs of current practitioners and prospective eventpreneurs in Ghana and abroad. The programme focusses on creating an understanding to meet the growing needs of the event industry and equips graduates with the soft skills to chart their own event course.

**AIM**

The goal of the MA Events Management programme is to produce ethical leaders to apply theory and practical experience gained in the programme to spur healthy growth in the event sector.

The intended outcome is to create Eventpreneurship for social, political, religious and economic events.

**COURSES**

* International Event Management
* Theories and Principles of Event Management
* Event Planning and Production
* Corporate Event Management
* Social Eventpreneurship
* Monitoring and Evaluation of Event
* Principles of Event Logistics
* Event Marketing
* Contract and Risk Management in Events
* Human Resources Issues in Events Management
* Virtual Event Production
* Event Proposal Writing
* Event Management Practicum
* Event Management Project Work

**ENTRY REQUIREMENTS**

* Holders of undergraduate degrees not below Second-Class Lower division in the Social Sciences, Business, Planning, Communication, Agriculture, and Health sciences from recognized universities with at least a minimum of one year working experience.
* Applicants with Third Class or pass but in managerial positions of recognized organizations shall be considered after passing an interview.

**DURATION**: 12 months (2 semesters)

**LECTURE SESSIONS:** (Weekends)

* Fridays: 5.30pm-8.30pm
* Saturdays: 7.00am-3.00pm

**JOB PROSPECTS**

* International/Multinational companies;
* Corporate institutions;
* Non-Governmental Organizations (NGOs);
* Civil Society Organizations (CSOs), including local churches and para-church organizations;
* Socio-cultural events (weddings, funerals, landmark events, and festivals); and
* Tourism industry

**EXPECTED OUTCOMES**

Upon completion of the programme graduates should be able to:

1. conceptualize, research, plan and produce events using effective strategies
2. generate event ideas for social, political, religious and economic development
3. set up and manage an event business
4. develop a holistic perspective to the principles and practice of event management from corporate and non-corporate contexts
5. apply contextual Ghanaian cultural values and practices to gain in-depth understanding of the event industry;
6. properly evaluate event outcomes as a corporate professional and eventpreneur
7. gain a critical understanding of contemporary practice and in-depth knowledge of the local, international and glolocal events
8. acquire analytical capabilities, skills, expertise and knowledge in event production

**ABOUT CSU**

Christian Service University, Ghana is a fully fledged private evangelical non -denominational liberal arts institution of higher learning established 50 years ago (1974-2024) to produce men and women with ethical values to transform society. With over 8000 alumni and counting, CSU is noted for its impact in producing transformational leaders across all academic disciplines who are serving in local and foreign companies, private and the public sector.

**WHY STUDY @ CSU?**

* Highly qualified and experienced industry focused lecturers
* In-depth programme content and scope
* Convenient and flexible lecture hours
* Practical orientation to programmes
* Education with values to transform society

**FOR INQUIRIES**

Website: [www.csuc.edu.gh](http://www.csuc.edu.gh)

Email: info@csuc.edu.gh

Telephone: 0246275375//03220-28781

Our Location: Odeneho Kwadaso, 100 meters from Star Junction (Kumasi-Santasi Road)

**APPLICATION PROCESS:**

* Purchase the e-voucher using mobile money on **\*887\*9#** (all networks) for your pin and serial number.
* Visit **www.csuc.edu.gh**, use the pin and serial number to apply online.
* Print out the completed form, attach relevant documents and submit to the **Admissions Office** of CSU for instant admission letter.

*Secure your future with World class education at CSU today!*