

School / Faculty: Federation Business School

Course Title: EVENTS MANAGEMENT PRINCIPLES

Course ID: BSHSP1017

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080307

Grading Scheme:

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Identify sources of information that may inform emerging and innovative practice in event management and operations
- K2.** Examine current and emerging event industry trends across areas of event planning and management
- K3.** Discuss the evolution and significance of the event industry globally and in Australia
- K4.** Compare and contrast the planning and staging requirements of a diverse range of events
- K5.** Outline the key documentation required for event proposals and operations
- K6.** Analyse the potential environmental and social impacts of event delivery

Skills:

- S1.** Develop complex conceptual, technical or management positions and ideas through research and evaluation of event industry issues and trends
- S2.** Prepare and present accurate and comprehensive event proposals, customer and operational documents for events
- S3.** Plan the delivery of multiple events or functions within a venue to meet the operational requirements of diverse customers

Course Outline (Higher Education)

BSHSP1017 EVENTS MANAGEMENT PRINCIPLES

- S4.** Organise and manage on-site operations of multiple and diverse events including overseeing event set up, operation and break down
- S5.** Assess the potential environmental and social impacts of planned events and implement appropriate mitigation strategies

Application of knowledge and skills:

- A1.** Independently plan, manage, deliver and evaluate the operations of a range of commercial events, for diverse customers
- A2.** Contribute to the strategic decision-making process and outcomes through structured research and reflection on current and emerging issues in the local and global event industry

Course Content:

Topics may include:

- Overview of the events industry
- Event research and sources of information
- Current and emerging event industry trends
- Conducting customer briefings
- Event formats and themes
- Event planning documentation
- Event scheduling
- Event staging – plans and procedures
- Event monitoring and evaluation

Values and Graduate Attributes:

This course will help students to develop values and attributes that will enable them to:

Values:

- V1.** Be rated highly by peers for their ability to play diverse roles in a team environment
- V2.** Be valued highly by employers for their ability seek out and apply emerging trends to the staging of events

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Course Outline (Higher Education)

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Attribute	Brief Description	Focus
Knowledge, skills and competence	This course will provide students with the opportunity to develop research skills that will enable them to remain abreast of current developments in their industry	Low
Critical, creative and enquiring learners	This course will develop the student's belief in their ability to plan and manage complex tasks	Medium
Capable, flexible and work ready	The breadth of knowledge and skills required for the successful staging of events will ensure that students are able to make contributions in diverse situations	High
Responsible, ethical and engaged citizens	Students of this course will be required to consider the environmental and social impacts of planned and staged events	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K4, K5, K6 S2, S3, S5 A1	Event planning and documentation	Portfolio	20 - 30%
K1, K2, K4, K5, K6 S4 A1	Event staging	Group practical assessment	30 - 40%
K5 S4 A1	Event evaluation	Individual report	20 - 30%
K1, K2, K3 S1 A2	Current or emerging event industry trend	Essay and/or report	20 - 30%

Adopted Reference Style:

APA