

School / Faculty: Federation Business School

Course Title: EVENT INDUSTRY OPERATIONS

Course ID: BUTSM3706

Credit Points: 15.00

Prerequisite(s): (BUTSM1501 or JT501)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080323

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

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

Learning Outcomes:

Knowledge:

- K1.** Identify the range of tasks involved in running a tourism event
- K2.** Determine the role of volunteers in events, and how to manage them
- K3.** Analyse how to increase yield and profits for tourism events
- K4.** Examine the motivations, expectations, and satisfaction of tourism markets
- K5.** Appraise successful planning strategies for achieving desired event outcomes.

Skills:

- S1.** Work collaboratively with a team to ensure the successful running of an event
- S2.** Identify the unique elements and resources of an event
- S3.** Undertake event evaluation based on market research
- S4.** Apply theoretical tourism concepts to practical fieldwork experiences
- S5.** Identify potential sponsorship opportunities for an event

Application of knowledge and skills:

- A1.** Develop recommendations for marketing and promotion of an event

Course Outline (Higher Education)

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- A2.** Develop, apply and implement Tourism Event Industry theories and concepts to current Tourism and Event issues from an ethical, socially responsible and international perspective.

Course Content:

Topics may include:

- Event Context: definitions; impacts of special events; conceptualising the event; economic analysis of events
- Event Strategy: the planning function; human resource management; strategic marketing
- Event Administration: preparing an event brief/bid proposal; sponsorship; controls and budgets; legal and risk management; information technology
- Event Co-ordination: logistics; staging events; evaluation and reporting

Values and Graduate Attributes:

Values:

- V1.** Appreciate how events are used to strengthen community pride and values
- V2.** Appreciate the interconnection of special event tourism with other sectors and value in-depth learning
- V3.** Foster a holistic approach to understanding diversity in tourism
- V4.** Foster scholarly research, as well as current business practice, to examine, analyse and evaluate business strategies for events management.

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.

Attribute	Brief Description	Focus
Knowledge, skills and competence	The course is designed to provide a foundation of knowledge and will motivate graduates to explore opportunities to undertake further studies in specific tourism event-related areas.	Low
Critical, creative and enquiring learners	The course will develop student's self-reliance through the tasks by gaining a greater understanding of the requirements to manage themselves and work with others to achieve successful outcomes.	High
Capable, flexible and work ready	Graduates of the course will feel confident to engage in constructive discussion with managers in the workplace and community on a wide range of critical tourism events issues.	Medium

Course Outline (Higher Education)

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Attribute	Brief Description	Focus
Responsible, ethical and engaged citizens	Graduates of the course will understand and be able to implement ethical decision making and understand the impact decisions have on the community.	Low

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2,K6 S1,S4 A2	Practical task	Industry placement	25-40%
K1,K2,K5,K6 S2,S3,S5 A1,A2	Individual Report	Completion of a report involving research and analysis	30-50%
K1,K2,K3,K4,K5,K6 S2,S5 A1,A2	Examination	Individual invigilated closed book examination	25-40%

Adopted Reference Style:

APA