BUSM 3065 SPECIAL EVENT MANAGEMENT

Credit Points 10

Legacy Code 200990

Coordinator Karina Wardle (https://directory.westernsydney.edu.au/search/name/Karina Wardle/)

Description Special Event Management is designed to introduce students to event management in order to develop their skills and knowledge relating to the organisation of various event forms. The unit provides students the opportunity to practically apply management strategies, leadership theories, communication skills, and administration skills to facilitate the design, marketing, communication, innovation and planning of their own event. Careers in the industry can be found across diverse fields in the public and private sectors including hotels, event management companies, exhibition and sports venues, and in community organisations such as clubs, schools and charities.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects BUSM 3067 - Sport and Hospitality Event Management

Incompatible Subjects LGYA 4810 - Sport Event and Facility Management
LGYA 4864 - Convention and Special Event Management

Assumed Knowledge

This is an advanced subject which assumes intermediate knowledge of sport/hospitality management.

Learning Outcomes

On successful completion of this subject, students should be able to:
1. Evaluate event industry trends and practices;
2. Work collaboratively and effectively as part of an event coordination team to plan, organise, implement and review an event;
3. Produce a project timeline, run sheet(s) and budget for an event;
4. Identify revenue sources and evaluate the role of sponsors;
5. Recognise the importance of identifying and engaging with key internal and external stakeholders;
6. Apprise the management and leadership skills required to organise and participate in team activities/work areas.

Subject Content

- event types and potential participants
- event conceptualisation and strategic planning
- identifying and communicating with stakeholders
- development of Project management skills including timeline and budget
- The Importance of site selection and influencing Factors such as logistical Operations, legal and Risk management
- types of sponsorship, The process of attracting quality sponsors, and responsibilities to The sponsor
- The process and significance of event evaluation

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Presentation	10 minutes	10	N	Group
Intra-session Exam	2 hours	30	N	Individual
Proposal	3000 words	40	N	Group
Presentation	10 minutes	20	N	Group

Prescribed Texts

- Allen, Harris, Jago, Tatrai, Jonson, D�fArcy (2021) Festival and Special Event Management Essentials Wiley.

Teaching Periods

Autumn
Online
Online
Subject Contact Karina Wardle (https://directory.westernsydney.edu.au/search/name/Karina Wardle/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3065_22-AUT_ON_O#subjects)

Parramatta City - Macquarie St
Day
Subject Contact Karina Wardle (https://directory.westernsydney.edu.au/search/name/Karina Wardle/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3065_22-AUT_PC_D#subjects)

Sydney City Campus - Term 1
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3065_22-SC1_SC_D#subjects)

Sydney City Campus - Term 3
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3065_22-SC3_SC_D#subjects)