

BUSM 7029 EVENT MANAGEMENT

Credit Points 10

Legacy Code 200844

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Description Event management draws on a wide range of skills involved in functioning in the hospitality industry. Whilst investigating the concept of events, students are asked to consider the logistics and management involved in creating an event-based experience for their guests. To facilitate the provision of an event experience, this subject investigates areas of risk management, planning and logistics, event stakeholders and media and volunteer management.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Recognise the multifaceted and multidimensional nature of the domestic and global events sector;
2. Demonstrate a critical understanding of the commercial and government rationales for bidding for and hosting domestic and global events;
3. Analyse the design and experience concepts in relation to the event context;
4. Apply event management theory to an event experience;
5. Demonstrate an understanding of event layout, theming and staging.

Subject Content

1. The concept of events and staging events
2. Hosting an event and the importance to relevant stakeholders
3. Logistics of event management
4. The role of the event as an experience
5. Obtaining and managing event resources and working with suppliers
6. Marketing, sponsorship and bidding for an event
7. Event monitoring, schedules and control process to mitigate risk

Prescribed Texts

- Allen, J, O'Toole, W, Harris, R & McDonnell, I 2011, Festival and special event management, Wiley, Milton, Qld. The textbook will be supplemented by weekly readings.

Teaching Periods