

# BUSM 3065 SPECIAL EVENT MANAGEMENT

**Credit Points** 10

**Legacy Code** 200990

**Coordinator** Catherine Link ([https://directory.westernsydney.edu.au/search/name/Catherine Link/](https://directory.westernsydney.edu.au/search/name/Catherine%20Link/))

**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 subject 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 fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/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 and grants.
5. Recognise the importance of identifying and engaging with key internal and external stakeholders.
6. Evaluate the management and leadership skills required to organise and participate in team activities/work areas.

## Subject Content

1. Event types and potential participants
2. Event conceptualisation and strategic planning including accessibility and sustainability dimensions
3. Identifying and communicating with stakeholders

4. Development of project management skills including timeline and budget
5. The importance of site selection and influencing factors such as logistical operations, legal and risk management
6. Types of revenue streams including sponsorship, the process of attracting quality sponsors, and responsibilities to the sponsor
7. 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.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Proposal	10 minutes	20	N	Group/ Individual	Y
Report	1000 words	20	N	Individual	Y
Presentation	10 minutes	20	N	Group/ Individual	Y
Report	3000 words	40	N	Group	Y

Prescribed Texts

- Allen et al., 2022. Festival and Special Event Management, Essentials Edition Melbourne: John Wiley & Sons.

Teaching Periods

## Autumn (2025)

### Parramatta City - Macquarie St

**On-site**

**Subject Contact** Tendai Chikweche ([https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/](https://directory.westernsydney.edu.au/search/name/Tendai%20Chikweche/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3065\\_25-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3065_25-AUT_PC_1#subjects))