



CHRISTIAN HERITAGE COLLEGE

**BZ352**

## **EVENT MANAGEMENT**

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.

<b>Unit code</b>	BZ352	
<b>Unit name</b>	Event Management	
<b>Associated higher education awards</b>	Associate Degree in Business Bachelor of Business	
<b>Duration</b>	One semester	
<b>Level</b>	Advanced	
<b>Unit Coordinator</b>	D'Wayne Wigley	
<b>Core/Elective</b>	Elective - Associate Degree in Business Core - Bachelor of Business (major in Marketing) Elective - Bachelor of Business (other majors)	
<b>Weighting</b>	Unit credit points: 10 Course credit points: 160 - Associate Degree in Business 240 - Bachelor of Business	
<b>Student workload</b>	<b>Face-to-face on-site</b>	<b>External</b>
	Timetabled hours per week: 3 Personal study hours per week: 7 Total workload hours per week: 10	Directed study hours per week: 6 Personal study hours per week: 4 Total workload hours per week: 10
	Students requiring additional English language support are expected to undertake an additional 1 hour per week.	
<b>Delivery mode</b>	Face to face on site External Full time Part time	
<b>Prerequisites/ Corequisites/ Restrictions</b>	Prerequisites: BZ103 Introduction to Marketing BZ252 Marketing Communication	
<b>Specialist resource requirements</b>	Nil	
<b>Prescribed text(s)</b>	Allen, T., O'Toole, W., McDonnell, I., & Harris, R. (2007). <i>Festival and special event management</i> (4 <sup>th</sup> ed.). Brisbane, QLD: John Wiley & Sons.	

<p><b>Recommended readings</b></p>	<p><b>Books</b></p> <p>Burke, R. (2006). <i>Project management: Planning and control techniques</i> (5th ed.). Chichester, West Sussex, UK: Wiley.</p> <p>Hartley, S. (2003). <i>Project management: A competency-based approach</i>. Sydney, NSW: Prentice-Hall.</p> <p>O'Toole, W., &amp; Mikolaitis, P. (2002). <i>Corporate event project management</i>. New York: John Wiley &amp; Sons Inc.</p> <p>Van der Wagen, L. (2005). <i>Event management for tourism, cultural, business and sporting events</i> (2<sup>nd</sup> ed.). Sydney, NSW: Pearson.</p> <p><b>Journals and Periodicals</b></p> <p><i>Event Management</i></p> <p><i>Journal of Convention and Event Tourism</i></p> <p><i>Public Management</i></p> <p><i>Risk Management</i></p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at <a href="http://www.biblegateway.com">http://www.biblegateway.com</a>. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p><b>Content</b></p>	<ol style="list-style-type: none"> <li>1. Event management theory and application</li> <li>2. Event selection and initiation</li> <li>3. Legal and regulatory compliance</li> <li>4. Project planning tools</li> <li>5. Project planning tools</li> <li>6. Financial management</li> <li>7. Risk management</li> <li>8. Event sponsorship</li> <li>9. Marketing</li> <li>10. Scheduling and implementation</li> <li>11. Monitoring and controls</li> <li>12. Event auditing and termination</li> <li>13. Student presentations</li> </ol>

<p><b>Learning outcomes</b></p>	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> <li>1. Define and discuss key concepts in event management;</li> <li>2. Develop an event from a strategic and operational perspective;</li> <li>3. Describe and use a variety of tools and processes to monitor and control an event;</li> <li>4. Discuss regulatory requirements and compliance with laws and legal principles;</li> <li>5. Apply skills and knowledge of human resource management to event planning;</li> <li>6. Identify risks and develop appropriate risk management strategies for an event;</li> <li>7. Develop and discuss effective promotion and sponsorship of an event;</li> <li>8. Critically analyse Biblical concepts of management in the context of events;</li> <li>9. Incorporate a Biblical Christian perspective on ethical issues in event management; and</li> <li>10. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.</li> </ol>
<p><b>Assessment tasks</b></p>	<p><b>Task 1:</b> Review questions</p> <p>Word Length/Duration: As assigned</p> <p>Weighting: 40%</p> <p>Learning Outcomes: 1, 2, 4</p> <p>Assessed: Week 4, 6, 8</p> <p><b>Task 2:</b> Business report (Event concept)</p> <p>Word Length/Duration: 800 words</p> <p>Weighting: 10%</p> <p>Learning Outcomes: 1, 2, 3, 4, 5</p> <p>Assessed: Week 12</p> <p><b>Task 3:</b> Business report (Event proposal)</p> <p>Word Length/Duration: 2750 words</p> <p>Weighting: 50%</p> <p>Learning Outcomes: 1-10</p> <p>Assessed: Week 16</p>