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.
Unit Name: BS382 Event Management

Nominal Duration: 14 weeks

Delivery Mode: Internal and External

Workload:
- Class contact (Internal mode) or Review of materials (External mode): 42 hours
- Reading and private study: 48 hours
- Assignment preparation: 50 hours
- TOTAL: 140 hours

Weight: 10 credit points

Unit Coordinator: Mark Beard

Teaching Staff: Mark Beard

Co / Prerequisite Units: Second year standing (Full-time equivalent)

Core / Elective:
- Diploma of Business: Not available
- Associate Degree in Business: Not available
- Bachelor of Business: Core

Rationale:
Successful event management has impacts on stakeholders' perceptions and the financial success of the event which, in turn, can have major effects on the long term viability of the organisation.

This unit develops a sound knowledge of the stages involved in the conception and implementation of an event. Events which are planned and operated by both profit and not-for-profit organisations present a public and internal image of the effectiveness and relevance of the organisation.

Skills will be developed in clarifying the goals of the event, writing event briefs, executing feasibility studies, resource acquisition and allocation, organising and managing event teams with reference to finance, co-ordination of consultants, contractual arrangements and supervision of project implementation and evaluation of the results. Students will be encouraged to apply material studied in other units of their courses to the problems of managing events.

Text Requirements:
Allen, T, O'Toole, W, McDonnell I & Harris, R 2007, Festival and Special Event Management, 4th edn, John Wiley & Sons, Brisbane.

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Define and describe key concepts of event management.
2. Develop an event from a strategic and operational perspective.
3. Describe and use a variety of tools and processes to monitor and control an event.
4. Demonstrate knowledge of regulatory requirements and compliance with laws and legal principles.
5. Apply skills and knowledge of human resource management to event planning.
6. Identify risks and develop appropriate risk management strategies for an event.
7. Develop and discuss effective promotional and sponsorship issues for an event.
8. Reflect upon Christian concepts of management.
9. Articulate a Christian perspective on ethical issues relevant to the management of an event.

Content:

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<th>Week</th>
<th>Content</th>
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<td>1</td>
<td>Event Management theory and application</td>
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<td>2</td>
<td>Event selection and initiation</td>
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<td>3</td>
<td>Legal and regulatory compliance</td>
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<td>4-5</td>
<td>Project planning tools</td>
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<td>Event sponsorship</td>
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Assessment

Assessment Task #1 – End of Chapter Questions (Relates to Outcomes 1, 2, 4)
Students will answer the questions at the end of Chapters 9, 4 and 5 of the text.
Weighting: 40% Length: As assigned
Due Date: Weeks 4, 6, 8

Assessment Task #2 – Event Concept (Relates to Outcomes 1, 2, 4, 5)
This task is to be submitted as a concept proposal, outlining the project or event for consideration by, say, a Sponsor, Board or Governing Body for approval to proceed. The draft proposal is to draw on the material covered in Weeks 1-11, and may be an actual or contrived event.
Weighting: 10% Length: 1000 words
Due Date: Week 13

Assessment Task #3 – Formal Event Proposal (Relates to Outcomes 1-9)
This task is to be a detailed event business case. A suggested format and structure will be given during the unit. Realistic data, financial assumptions and outcomes are to be argued, and supported by research where applicable. The proposal is to be written in formal, academic style.
Weighting: 50% Length: 3000-3500 words
Due Date: Week 16 (Examination Week)

Academic & General Resource Requirements

Journals
Event Management [ISSN 1525-9951]
Journal of Convention and Event Tourism [ISSN 1547-0156]
Public Management [ISSN 0033-3611]
Risk Management [ISSN 0035-5593]

Unit Summary
This unit aims to develop a sound knowledge of the stages involved in the conception and implementation of a project or special event. Skills will be developed in clarifying the goals of the project or event, writing project briefs, executing feasibility studies, resource acquisition and allocation, organising and managing project and event teams with reference to finance, co-ordination of consultants, contractual arrangements and supervision of project implementation and evaluation of the results. Students will be encouraged to apply material studied in other units of their studies to the problems of managing projects and special events.