BS480

PROJECT AND 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.
Unit Name: BS480  Project and Event Management

Nominal Duration: 12 weeks

Delivery Mode: External

Workload:
- Topic readings, exercises, review of study materials: 35 hours
- Reading and private study: 35 hours
- Assignment preparation: 50 hours
- TOTAL: 120 hours

Weight: 10 credit points

Unit Coordinator: D’Wayne Wigley

Teaching Staff: D’Wayne Wigley

Co / Prerequisite Units:
- BS400  Christian Thinking on Management
  OR
  Permission of the Dean

Core / Elective:
- Graduate Certificate in Management: Not available
- Graduate Diploma in Management: Elective

Rationale:
Successful project management has impacts on stakeholders’ perceptions and the financial success of the project or 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 a project or special event. Projects or events 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 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.

Participants will be encouraged to apply material studied in other units of their courses to the specific problems of managing projects and special events.

Text Requirements:

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

Content:
<table>
<thead>
<tr>
<th>Topic</th>
<th>Content</th>
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<tbody>
<tr>
<td>1</td>
<td>Project and Event Management theory and application</td>
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<td>2</td>
<td>Project or event selection and initiation</td>
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<td>3</td>
<td>Legal and regulatory compliance</td>
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<td>4</td>
<td>Project planning tools</td>
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<td>5</td>
<td>Financial management</td>
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<td>6</td>
<td>Risk management</td>
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</tbody>
</table>
7  Event sponsorship and marketing
8  Scheduling and implementation
9  Monitoring and controls
10 Project or event auditing and termination

**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 – Project or Event Concept** (Relates to Outcomes 1, 2, 4, 5)
This task is to develop a proposal which outlines a project or event for consideration by, say, a Sponsor, Board or Governing Body for approval to proceed. The proposal is to be constructed drawing on the material covered in Weeks 1-11 of the unit, and may be an actual or hypothetical project or event.

- **Weighting:** 10%
- **Length:** 1000 words
- **Due Date:** Week 10

**Assessment Task #3 – Formal Project or Event Proposal** (Relates to Outcomes 1-7)
This item is to be a detailed project or event business case. A suggested format and structure will be provided. Realistic data, financial assumptions and outcomes are to be argued, and supported by research where applicable. The proposal is to be written in a formal, academic style.

- **Weighting:** 50%
- **Length:** 4000-4500 words
- **Due Date:** Week 12

**Academic & General Resource Requirements**

- Cleland, DI & Ireland, LR 2007, *Project management: strategic design and implementation*, 5th edn, McGraw-Hill, Columbus, OH.

**Journals**

- 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 courses to the specified problems of managing projects and special events.