



CHRISTIAN HERITAGE COLLEGE

BZ652

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 code	BZ652
Unit name	Project and Event Management
Associated higher education awards	Graduate Certificate in Management Graduate Diploma in Management Master of Business Administration
Duration	One semester
Level	Postgraduate
Unit coordinator	D'Wayne Wigley
Lecturer	D'Wayne Wigley
Core/elective	Elective
Weighting	Unit credit points: 10 Total course credit points: Graduate Certificate in Management – 40 Graduate Diploma in Management – 80 Master of Business Administration – 120
Student workload	External Directed study hours per week: 6 Personal study hours per week: 4 Total workload hours per week: 10 Total hours per unit: 150 Students requiring additional English language support are expected to undertake an additional 1 hour(s) per week
Delivery mode	External
Pre-requisites/ co-requisites/ restrictions	<i>Prerequisite or Corequisite</i> BZ550 Marketing Management and Fundraising
Professional registration requirements	Nil
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.

Prescribed text(s)	Allen, T., O’Toole, W., Harris, R., & McDonnell, I. (2010). <i>Festival and special event management</i> (5th ed.). Brisbane, QLD: John Wiley & Sons. ISBN 9781742164618
Recommended readings	<p>Books</p> <p>Burke, R. (2006). <i>Project management: Planning and control techniques</i> (5th ed.). Chichester, UK: Wiley.</p> <p>Burke, R. (2007). <i>Introduction to project management: One small step for the project manager</i>. London, UK: Burke Publishing.</p> <p>Cleland, D. I., & Ireland, L. R. (2007). <i>Project management: Strategic design and implementation</i> (5th ed.). Columbus, OH: McGraw-Hill.</p> <p>Doherty, N. (2000). <i>Integrated risk management: Techniques and strategies for managing corporate risk</i>. Sydney, NSW: McGraw-Hill.</p> <p>Hartley, S. (2003). <i>Project management: A competency-based approach</i>. Sydney, NSW: Prentice-Hall.</p> <p>Meredith, J., & Mantel, S. (2003). <i>Project management: A managerial approach</i> (5th ed.). New York: John Wiley & Sons.</p> <p>Van der Wagen, L. (2005). <i>Event management for tourism, cultural, business and sporting events</i> (2nd ed.). Sydney, NSW: Pearson Education Australia.</p> <p>Journals and Periodicals</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 The Holy Bible: The New International Version 2011 (NIV 2011) or The Holy Bible: New King James Version (NKJV).</p> <p>These and many other translations may be accessed on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
Specialist resource requirements	The 2016 Missional Business Conference replaces all lectures for Business units in the week 25-28th August. Internal, undergraduate students enrolled in a School of Business unit are required to attend while external and postgraduate students are invited and encouraged to come. There is no additional cost to School of Business students. Internal students who cannot attend owing to circumstances beyond their control must submit a written request for a waiver of attendance with supporting documentation such as a medical certificate.
Content	<ol style="list-style-type: none"> 1. Project and event management theory and application 2. Project or event selection and initiation 3. Legal and regulatory compliance 4. Project planning tools 5. Financial management 6. Risk management 7. Event sponsorship and marketing 8. Scheduling and implementation 9. Monitoring and controls 10. Project or event auditing and termination

<p>Learning outcomes</p>	<p>On completion of this Unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Evaluate the variety of tools and processes used to monitor and control a project or event with reference to both theoretical and empirical literature 2. Apply technical and theoretical knowledge of human resource management to project and event planning, including appropriate risk management strategies 3. Evaluate the impact of regulatory requirements and compliance with laws and legal principles 4. Independently develop and critically review promotion and sponsorship issues for an event 5. Incorporate Biblical Christian worldview into technical and theoretical knowledge in project and event management, with particular emphasis on ethical considerations and principles of missional business 6. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing
<p>Assessment tasks</p>	<p>Students must submit a reasonable attempt at all assessment items. A reasonable attempt will normally be indicated by a minimum of 40% of the total possible marks for that assessment item.</p> <p>Task 1: Review questions and case studies</p> <p>Word Length/Duration: 8 short responses of around 500 words</p> <p>Weighting: 40%</p> <p>Learning Outcomes: 1-6</p> <p>Assessed: Y - 2016, S - 3, W - 4, 6, 8</p> <p>Task 2: Business report (Project or Event concept)</p> <p>Word Length/Duration: 1500 words</p> <p>Weighting: 10%</p> <p>Learning Outcomes: 1-6</p> <p>Assessed: Y - 2016, S - 3, W - 10</p> <p>Task 3: Business report (Project or Event proposal)</p> <p>Word Length/Duration: 5000 words</p> <p>Weighting: 50%</p> <p>Learning Outcomes: 1-6</p> <p>Assessed: Y - 2016, S - 3, W - 13</p>
<p>Unit summary</p>	<p>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.</p>