

# Event Management

## EVENT MANAGEMENT SUBJECTS

### Contemporary Leadership (MGMT201)

- This unit is set in an external rural field setting away from ICMS. Students examine teamwork, quality and leadership concepts as they relate to the workplace and to life through a series of structured experiential activities. The program addresses the development of interpersonal and team skills and is based on four key models; the Learning Cycle, GRIP, Above-and-Below the Line and Herrmann Whole Brain model [and emotional intelligence]. The Learning Cycle also provides the methodology for the program that is “Experiential Learning.”

### Event Management Project (EVT233)

- This unit provides a comprehensive and interactive approach to learning through the practical exercise of staging an event. The teaching methodology is such that the students are required to place themselves in the position of an event manager and organise an event from pre-planning/concept phase, through to execution and post evaluation stage. The students will stage events at ICMS and three off-site events and will be applying their theoretical and practical knowledge from previous units in order to successfully practise the key stages of running an event.

### Events Operations and Logistics (EVT121)

- This unit examines in detail event operations planning and management. Logistics, project and time management are analysed to determine the impact on all stakeholders. Budget and control methods are examined along with the other documents and resources required to support the event.
- Also examined are the methodologies required to ensure an event is run smoothly from start to finish, and the issues that highlight the human element involved in staging a successful event. Many logistical requirements of the event must be identified early in the planning process to ensure the event concept is successful. Future Event Managers need to understand all the technical and logistical characteristics of successful event management.

### Event Production and Design (EVT123)

- Understanding event technologies enables the event manager to successfully combine show craft, themes, staging and concept design with the core objectives of staging the event. Key areas of event production and design include script writing, voice-over copy editing, event printed materials, room layouts, power, lights, sound, audio visual and special effects, music, colour, decorations and costumes. This unit provides both theoretical and practical application in these areas and will enhance students’ ability to make informed and appropriate decisions based on their knowledge and on the given circumstances of a variety of events.

### Event Promotions and Sponsorship (EVT235)

- An important aspect of event management is deciding who are the most appropriate sponsors to align with and what advertising and PR tools to use when communicating to the marketplace. There is no best formula for either, but it is vital to understand the role they play in the marketing mix and how they add value at each step of execution. This unit therefore examines sponsorship, event marketing and promotions, and analyses the importance of PR fundamentals and media relations in the event industry. The topics of sponsorship selection, advertising principles and techniques, scheduling and budgeting add depth to the quality of learning outcomes. This unit will therefore equip graduates with the skills necessary to work in a multinational environment and execute a smart campaign.

### **Exhibition Services (EVT231)**

- This unit examines the role of Exhibitions within the Event and Business Tourism Industries. It explores the many benefits and challenges of this dynamic and diverse sector of the event industry with the application of theory and practical application of real life scenarios.

### **International Events (EVT321)**

- This course will cover the study of large-scale international mega events and examine the dynamics and operational aspects of producing such events. Students will study contemporary and commercial issues in the international special event industry and will be encouraged to take a strategic and commercial approach to event management.
- This course examines how major events are used to promote destination tourism, political goodwill, community services, private sector and special interest causes.
- Students will learn how major events are created and have an understanding of the processes involved in bidding for a mega event.

### **Introduction to the Event Industry (EVT111)**

- This unit provides an introduction to the special event industry from the perspective of event management. The industry has developed in recent decades into a significant business sector and it is important to understand the different areas that make up the event industry sector and the many stakeholders involved. Students will learn the importance of this sector in the economic and social development of communities.
- The unit includes evaluation and feasibility studies, conceptualising and planning events, and communicating the event project plan to the stakeholders. Establishing the agreed goals and objectives for an event is vital and successful event management requires detailed pre-planning.
- Identifying key strengths and weaknesses prior to committing to stage an event is crucial to the success of special events. Students will complete this unit being able to identify the key factors affecting an event's success or failure.

### **Introduction to Statistics (STAT311)**

- A basic level of understanding of statistical tools is necessary for any contemporary educated business manager to make informed decisions. This unit provides a broad introduction to statistical concepts and techniques for data analysis. The unit is basically concerned with the development of an understanding of statistical practice and importantly how it is applied in a business situation.

### **Legal Issues for Event Management (EVT115)**

- Risk assessment and risk management require careful examination, as it is essential that laws and regulations impacting on event planning are clearly understood. With the increasing legal liability imposed upon individuals and businesses in the current commercial world, the event management student needs to be acquainted with the significance and impact of legal implications on the industry. This unit examines a wide range of Common Law, Legislation, Licences, Permits and other legal requirements relevant to event management. Potential risks associated with events are identified and possible contingency plans explored.

### **Venue and Hospitality Operations (EVT110)**

- Venue management includes the methods and skills you need to source, negotiate and manage venue personnel you will liaise with when staging an event at a venue.
- This unit requires the student to place themselves in the position of an 'event manager' faced with making a range of decisions related to venue management; dealing with suppliers, venue briefs, site inspections and staff management.
- The unit also provides an introduction to hospitality from a service perspective for event management students. Students will be faced with making a range of decisions related to wedding co-ordination; dealing with suppliers, client briefs, timelines, budgets and the law, which not only tests their

theoretical knowledge of the subject but also enhances their ability to make informed and appropriate decisions based on that knowledge and the given circumstances of a variety of situations.

## **BUSINESS CORE UNITS**

### **Academic Writing and Research Skills (ENG224)**

- In order to achieve any degree of success in education and management, it is vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or project. This unit focuses on writing an academic essay. Students will be taught to write for a key purpose and consider the needs of the reader. Emphasis will be placed on creating cohesive structures, supporting evidence, research, analysis, sentence variety and vocabulary building. These skills will assist in producing graduates with keen analytical writing skills and interpretive attributes, able to take their place in any management team.

### **Accounting Fundamentals (ACCG121)**

- The introductory theoretical base and meaningful practical applications to business scenarios combine to make this unit a realistic and useful learning experience. The unit has been designed for those who are or will be working in the current complex and diverse business environment. This unit allows students to examine and understand the basic framework of the accounting information system so that they can interpret and use it to enhance the decision-making process. The unit uses a practical approach and examines the way financial statements are formed from source data, giving students every opportunity to be familiar with the accounting processes and the assumptions, concepts and principles upon which the final financial statements are based.

### **Asian Business Environments (BBA320)**

- This unit examines and compares business environments in a number of key countries in North-East and South-East Asia. It looks at the increasing influences of globalisation, different types of business organisation, government-business relationships and labour issues. Our aim in this module is to help you to gain a real and usable understanding of the economic, social and business context of Asian economies.

### **Business Communication (ENG124)**

- This unit covers the knowledge, skills and attitudes to communicate effectively in the workplace. Areas emphasised include interpersonal skills within a business setting and client interaction. It also develops proficiency in composing basic business correspondence. It also encourages the development of communication skills for face-to-face client interaction and public speaking in a socially diverse work environment.

### **Business Demographics (DEM 356)**

- Demography is the study of the changing size and composition of human populations and the causes and consequences of such change. This subject will be useful not only to those with an interest in learning about population change it will also provide knowledge and skills which will be valuable to those aiming to pursue study or careers in marketing, market research, economics, business, health or tourism. Demographic analysis can assist planning marketing campaigns, retail site location, electoral campaign strategies and public sector resource allocation decisions such as where to build schools and hospitals.

### **Business Forecasting (BBA315)**

- While businesses need to work hard at surviving in the current economic climate, they also need to be looking at the future. The plan for the future should not consist simply of hopes and dreams or merely statistical projections but rather be based on a variety of inputs. Such inputs should come from all

organisational functions including marketing, finance, manufacturing, research, management and customer service.

- Realistic forecasting is an important part of the planning process. Events such as market movements, input prices, interest rates and government activity are all relevant to the forecasting calculations. This unit seeks to put all the relevant inputs, both quantitative and qualitative, in a practical context.

#### **Business Law (LAWB221)**

- This unit will introduce students to the basic principles of business law. With the increasing legal liability imposed upon individuals and businesses in the current commercial world, students need to understand the significance and impact of legal implications on the tourism, hospitality, retail and event, property and sports management industries. The meaningful application to industry scenarios makes this unit a practical and useful learning experience.

#### **Business Organisation Principles (BBA122)**

- Organisations bring people together and it is through this lens that vision and values are examined. Unlike finance, marketing or operations, studying the vision, values and goals of an entity is a relatively new concept in the world of business. It is often perceived as irrelevant, unfeasible or unmanageable, however, if well understood it can make a successful business. This unit aims to explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success. An historical perspective of management of organisations is developed. Operations and human resource management are examined from an intercultural perspective to ensure participants are aware of the impact that national culture has on how people behave in the organisation. This is extended with a contemporary perspective, discussing ethics, labour relations and change as significant issues facing organisations.

#### **Business Planning Project (BBA360 / MGMT319)**

- The unit provides a practical approach to business development planning and its written and oral communication. The unit draws on existing knowledge from prior subjects. Knowledge and skills are extended in a project-based approach which entails: the identification of strategic issues and their context; research; the selection and application of relevant frameworks and tools for analysis and interpretation; and, the development of practical recommendations.

#### **Contemporary Issues (ENG 237)**

- This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. In order to achieve any degree of success in education and management, it is vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or paper.
- The student will develop their ability to complete an individual business research paper, carrying out both primary and secondary research, analysing their findings and presenting the results in a formal argumentative piece of work for academic review.
- This unit is designed to give the participants a compact base from which their skills and competencies in this field might be further developed. This unit will also provide a sound base for those students wishing to proceed to further studies at degree level.

#### **Cross-Cultural Management (BBA340)**

- The unit is designed to provide you with better approaches to managing in a cross-cultural context – that is its overall aim. In the light of this, it will advance your skills by setting standards for effective practice and by adding substantially to your knowledge of cross-cultural management as part of a global environment. Ultimately it will strengthen your performance by calling on you to reflect upon your own attitudes and behaviour. It is a chance to forge a stronger professional presence.

### **Distribution Decisions (BBA213)**

- Industry and commerce depend heavily on the distribution of products, the marketing of those products and the management of the marketing function relevant to distribution. The network of processes and parties involved in this distribution make up the distribution channel. This subject introduces and analyses various distribution channels and how they interact with various parts of the business including marketing with the goal of improving business performance, profitability and consistency. Distribution decisions are closely aligned with the strategic goals of the organisation and with how it runs or wishes to run its business operations. Covering the areas of agency agreements, franchise arrangements, storage and distribution, vertical integration and alliances, the topic provides a hands-on perspective on making distribution decisions.

### **Human Resource Planning & Performance (BBA217 / MGMT317)**

- To develop the knowledge and skills necessary for students to be able to manage people appropriately and to understand the human resource management systems and processes that are necessary to achieve the organisation's goals; to encourage students to take a holistic perspective when considering business problems and decisions.

### **Introduction to Information Systems and Technologies (ISYS123)**

- The aim of this unit is to provide the student with the necessary knowledge and skills, of sufficient depth, to be able to optimise their current and future skills use in Information Technology (IT), and grasp new opportunities as the technology develops.

### **Introduction to Statistics (STAT311)**

- A basic level of understanding of statistical tools is necessary for any contemporary educated business manager to make informed decisions. This unit provides a broad introduction to statistical concepts and techniques for data analysis. The unit is basically concerned with the development of an understanding of statistical practice and importantly how it is applied in a business situation.

### **Macro Economics (ECON231)**

- Economics is a cornerstone subject in any financial, commerce or business related study. All businesses operate within an economic environment and an economic, social, legal and political framework. Understanding the business environment and the framework is fundamental to sound strategic business decision making.
- The teaching of economics is designed to assist students relate their theory studied to real world commercial events. They will use economists' eyes to see the world at work. While students need to be equipped with the practical and personal skills necessary to work successfully in a highly competitive global environment, they also must be motivated by a demonstration of the relevance of economic principles to everyday life.
- This unit introduces the core concepts and frameworks of economics that must be understood before students can undertake an analysis of key and empirical policy issues.

### **Managerial Accounting (ACCG232)**

- The theoretical base and meaningful practical application to industry scenarios combine to make this unit an exciting, realistic and memorable learning experience. The unit has been designed for managers working in the current complex and diverse business environment. This unit allows the students to examine and understand the basic managerial skills necessary to interpret and report on accounting information systems. These reports can then be used to enhance the decision-making process. The unit examines the use of financial statements within several contexts, giving the students every opportunity to be familiar with the basic tools of managerial accounting concepts and the assumptions upon which they are based.

### **Organisational Behaviour, Human Resources (MGMT 236)**

- The unit is designed to help you explore the way an organisation manages its human resources, with particular reference to service. Service entails characteristics that are intangible as well as tangible; it is the interaction of these that generates 'the service product'. Any organisation wants sound management – that is, managers who exercise formal and informal authority. In pursuing standards of excellence, they keep subordinates on task, for the purpose of forming a co-ordinated social group. Managing this entity in a cohesive, productive manner means that subordinates have to apply knowledge and skills; it also requires managers who can motivate. It means that HR managers must understand workplace behaviour, in particular a range of values, beliefs and attitudes. Inevitably they find themselves asking questions such as: What response might we expect to this or that innovation? What are the signs of dysfunction? Do we know when and how we're getting it right? And so on... The unit will challenge you to think analytically –it is a critical component, and asks you to explore your own emotional intelligence, as well as its links to assertive communication. The emphasis on analytical thinking will deepen your understanding of the affective domain (feelings, beliefs and values); it consciously employs reflection and certain other high-order thinking skills, so that you are more confident when it comes to HR matters. Analytical thinking helps you to link the theoretical and the practical, making for wiser and more plentiful choices. The unit also examines the rights and responsibilities of social relationships in the workplace, including the ethical dimension of your behaviour.

### **Principles of Marketing (MKTG221)**

- In the course of an ordinary day we encounter hundreds, even thousands of marketing efforts brought to us by professional marketers and we are the targets of countless marketing communications campaigns. This unit will introduce you to the techniques and the concepts that practicing marketers use to develop products and successful marketing campaigns. Marketers work to bring about exchanges that will simultaneously satisfy our needs and the needs of their organisations. We will examine the evolution of marketing theory and the environment in which it operates. We will look closely at what constitutes a market and how a marketer identifies, segments and targets markets. We will introduce you the ways in which marketers develop the elements of the marketing mix. This unit will enable students to become practitioners of marketing theory through a series of exciting, competitive and interactive tutorials.

### **Service Management (MGMT112)**

- The introductory theoretical base and meaningful practical applications to scenarios that address the service encounters and moments of truth combine to make this unit a realistic and useful learning experience.
- This generic unit has been designed for all those who are, or will be, working in the diverse environment of service management. The customer is the foundation of the business and consequently this unit takes a service management approach to establishing an excellent business relationship with the customer. The assumptions, concepts and principles upon which excellent services are given are examined from both a scholarly viewpoint and a practical application approach. In this way, students will be confident and well informed about quality service management.

### **Strategic Marketing Management (MKTG333)**

- Marketing strategies need to be integrated with an organisation's overall corporate strategy and the strategies of other functional departments. Collectively these strategies are designed to secure a position of sustainable competitive advantage in the market place for firms. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management through a combination of readings, theoretical tools, and practical examples. Students will learn to select and apply relevant methods, individually and in a group, in the preparation of assignments, participation in tutorials and during lectures. As a capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing.

**Strategic Management (BBA 350)**

- The purpose of this unit is to equip the student with the ability to approach complex business problems from the cross-functional and multi-dimensional perspective of the general manager.
- The process of formulating complex strategy at the business-level requires the systematic analysis of a firm's internal resources and capabilities in conjunction with a structured examination of the various dimensions of its (external) industry and macro-environments. Once this is achieved, management can develop appropriate strategies with which to pursue sustainable competitive advantage in domestic and international markets.
- At the corporate level, the key issue is the management of the growth of the firm. Topics addressed in this regard include financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.

**Techniques and Elements of Finance (ACST311 / ACST101)**

- This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. Management of any business requires a thorough grounding in methods of business finance. This unit will introduce the student to the various financial instruments, institutions and markets that form a part of the Australian economy and the role they play, through globalisation in the world economy. A thorough grounding in the mathematics of finance will also assist the student to better understand the intricacies of the financial sector.