



BACHELOR OF EVENT MANAGEMENT

The ICMS Bachelor of Event Management is your backstage pass to a professional career in event management. From business events including meetings, exhibitions and conferences to social events including weddings, festivals and fashion parades – a professional event manager can make any event look seamless. By studying one of Australia's leading event management degrees at ICMS, you will learn the strategic management, practical and personal skills that will make you an outstanding event professional. Our industry connections and reputation as event management experts will give you the start you need to excel in your career.

DEGREE DETAILS

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Core	Introduction to Human Resources Management	100	3
	Specialisation	Introduction to Event Management	100	3
Trimester 2	Core	Accounting Fundamentals	100	3
	Core	Service Management and Innovation	200	3
	Specialisation	Venue and Hospitality Operations	100	3
	Specialisation	Event Operations and Logistics	100	3
Trimester 3	Core	Business Statistics	100	3
	Core	Business Economics	100	3
	Specialisation	Event Production and Design	200	3
	Specialisation	Exhibition Services	200	3
Trimester 4	Industry Placement	Industry Training I		12
Trimester 5	Industry Placement	Industry Training II		12
Trimester 6	Core	Career Planning and Strategy	200	3
	Elective	General Elective (as per course rules)	200	3
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	Specialisation	Event Practicum	200	3
	Other	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Specialisation	Promotions and Sponsorship	300	3
	Specialisation	e-Commerce and Social Media	200	3
	Specialisation	Legal Issues for Event Management	200	3
Trimester 8	Core	Strategic Management	300	3
	Elective	General Elective (as per course rules)	300	3
	Specialisation	International Events	300	3
	Specialisation	Conventions and Meetings Management	300	3
Trimester 9	Elective	General Elective (as per course rules)	300	3
	Specialisation	Event Management Project	300	3

COURSE RULES

Please note that each trimester has a duration of 13 weeks. The course comprises:

- 10 Compulsory Business Core subjects
- 12 Compulsory Specialisation subjects
- 4 General Elective subjects

Plus

- 1,200 hours of Industry Training (work integrated learning)
- 3 day Foundation subject – Applied Leadership

To qualify for award of the degree of Bachelor of Event Management you need to complete at least 103 credit points, including satisfactory completion of all compulsory subjects.

PROGRESSION RULES

Additional subject requirements for completion:

- Maximum number of first year/100 level subjects - 11
- Minimum number of third year/300 level subjects - 8

Satisfactory completion of the following is also compulsory:

- up to 1,200 hours of Industry Training (work integrated learning)
- the Applied Leadership subject



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CRICOS Provider Code: 01484M

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Disclaimer: Information in this leaflet is correct at the time of printing. The above study pattern should be used as a guide and subjects and curriculum are subject to change.
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