## Bachelor of Business – International Event Management

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<tr>
<th>Unit name</th>
<th>Aim</th>
<th>Topics covered</th>
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</table>
| **BUS101 Accounting Fundamentals** | The aim of the unit is to provide students with the fundamental skills and knowledge to understand basic financial terminology and to introduce them to the accounting function as practiced by business organisations. This introductory unit builds a student’s understanding of the accounting system, through to how to produce financial reports and how these assist business decision makers to make sound economic operational decisions. The unit has a practical approach, providing students with the opportunity of analysing original documents through to profit and loss determination and the preparation of the statements of financial performance and financial position. | • Topic 1: Financial Accounting  
• Topic 2: Financial Statements  
• Topic 3: Financial Statement Analysis  
• Topic 4: Recording Accounting Transactions  
• Topic 5: Receivables  
• Topic 6: Inventory  
• Topic 7: Non-current Assets and Intangible Assets  
• Topic 8: Liabilities  
• Topic 9: Statement of Cash Flows  
• Topic 10: Revision and course review |
| **BUS102 Management and Leadership** | The Management and Leadership unit is designed to introduce concepts and theories relating to management and leadership skills. The unit provides students with the opportunity to examine key issues and to develop an effective synergy between the operational aspects and fundamental management skills. | • Topic 1: Introduction to Management and Leadership  
• Topic 2: Management Yesterday and Today  
• Topic 3: Managers as Leaders  
• Topic 4: Managers and Communication  
• Topic 5: Planning and Decision Making (part 1)  
• Topic 6: Planning and Decision Making (part 2)  
• Topic 7: Effective Teamwork and Dealing with Conflict Situations  
• Topic 8: Motivation and Organisational Performance  
• Topic 9: Monitoring and Controlling  
• Topic 10: Revision and course review |
| **BUS103 Communication in a Digital Age** | This unit acknowledges the importance of information technology together with the development of interpersonal and managerial communications within the tourism and hospitality industry. It provides foundation knowledge of communication theories and concepts, whilst providing and developing higher-order skills for improved communication and presentation skills. It allows students to develop appropriate written and verbal communication for the work place as the skills to develop logical argumentation for effective team contribution. Assessment will be a combination of presentation, reflective journal and an IT portfolio. | • Topic 1: Framework for Business Communication  
• Topic 2: Interpersonal Communication  
• Topic 3: Group Communication  
• Topic 4: Planning Written and Spoken Messages  
• Topic 5: Communicating Electronically  
• Topic 6: Preparing good-and-bad-and-persuasive messages  
• Topic 7: Understanding Reports and Proposals: The Problem Solving Process  
• Topic 8: Designing and Delivering |
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<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
<th>Topics</th>
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<tbody>
<tr>
<td>BUS104</td>
<td>Sales and Marketing</td>
<td>Successful tourism and hospitality managers need to possess an understanding</td>
<td>• Topic 1: Introduction to Marketing</td>
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<td>of, and develop the ability to apply, the concepts and functions of</td>
<td>• Topic 2: The Marketing Environment</td>
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<td>marketing within their organisation. This unit will develop the skills</td>
<td>• Topic 3: Marketing Information Systems and Marketing Research</td>
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<td>and knowledge required within and operating environment to recognise the</td>
<td>• Topic 4: Consumer Markets and Consumer Buying Behaviour</td>
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<td>basic principles and practices of marketing in relation to the importance</td>
<td>• Topic 5: Market Segmentation, Targeting and Positioning</td>
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<td>of the consumer and market trends: market segmentation, branding, product</td>
<td>• Topic 6: Pricing Considerations, Approaches and Strategy</td>
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<td>life cycle, consumer data analysis, online marketing strategy.</td>
<td>• Topic 7: Distribution channels and Franchising</td>
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<td>• Topic 8: Promoting Products: Communication and Promotion Policy and Advertising</td>
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<td>• Topic 9: Promoting Products: Sales Promotions and Public Relations</td>
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<td>• Topic 10: Revision and course review</td>
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<td>BUS105</td>
<td>Cross Cultural Studies</td>
<td>This unit offers a broad survey of some of the most important issues</td>
<td>• Topic 1: Determinants of culture or What is culture?</td>
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<td>presently impacting on different cultures, but it focuses specifically on</td>
<td>• Topic 2: Dimensions of Culture in Business</td>
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<td>issues relevant to the tourism, hospitality and event industries. An</td>
<td>• Topic 3: Business Cultures in the Western World</td>
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<td>understanding of different cultures is important for all students but</td>
<td>• Topic 4: Business Cultures of Asia, the Middle-East and Africa</td>
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<td>particularly significant for tourism and travel, hospitality, event</td>
<td>• Topic 5: Cultural Dimensions and Dilemmas</td>
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<td>management and leisure graduates who will, perhaps more than other</td>
<td>• Topic 6: Culture and International Marketing Management</td>
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<td>students, be confronted with the challenge of communicating effectively</td>
<td>• Topic 7: Negotiating Internationally and Working with International</td>
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<td>with people from other cultures.</td>
<td>Teams</td>
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<td>• Topic 8: Culture and Leadership</td>
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<td>• Topic 9: Developing Intercultural Communicative Competence</td>
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<td>• Topic 10: Revision and course review</td>
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<td>HOS101</td>
<td>Food and Beverage Operations Management</td>
<td>This unit integrates the ‘back of house’ function (preparation and</td>
<td>• Topic 1: Introduction to Food and Beverage Operations</td>
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<td>production of food) with the ‘front of house’ (service of food &amp; beverage)</td>
<td>• Topic 2: Introduction to Kitchen Operations</td>
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<td>within a simulated commercial food and beverage environment. The unit</td>
<td>• Topic 3: Tea and Coffee</td>
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<td>provides students with a broad understanding of the operational aspects of</td>
<td>• Topic 4: Bar Operations and Beer</td>
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<td>a food and beverage outlet, whilst giving them the opportunity to</td>
<td>• Topic 5: Spirits and Cocktails</td>
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<td>develop and apply theories, concepts and skills in a practical environment</td>
<td>• Topic 6: Introduction to Wine</td>
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<td>covering Hygiene and Occupational Health and safety, demonstrate</td>
<td>• Topic 7: Wine Categories and Methods of Production</td>
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<td>• Topic 8: Food and Beverage</td>
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<td>Course</td>
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| EVE101     | This unit introduces students to the theories, concepts and skills required for effective operation and management of corporate food and beverage operations. The unit provides students with a broad understanding of the operational aspects of different food service outlets, whilst giving them the opportunity to develop and apply the required skills in a practical environment. In addition, the unit introduces cost control principles and legal requirements applicable to food and beverage operations found within tourist and event venues. | • Topic 1: Introduction to Banquets and Conferences  
• Topic 2: Introduction to M.I.C.E  
• Topic 3: Key Players in Banqueting and Conferences  
• Topic 4: Economic Impacts  
• Topic 5: Proposals  
• Topic 6: Event Orders  
• Topic 7: Sales and Catering Management Systems  
• Topic 8: The Event Coordinator  
• Topic 9: The Process  
• Topic 10: Revision and course review |
| EVE102     | Events play a significant role in the Australian and international economy. Consequently, there is increasing interest in understanding the impact and legacy of festivals and special events to economic and social life. This unit is an introduction to the international events industry and provides an opportunity to build knowledge and skills to progress further in this field of study. A number of case studies are included to assist with the application of theoretical concepts to the realities of the industry. | • Topic 1: Welcome to Planned Events  
• Topic 2: Event Experiences  
• Topic 3: Event Leadership  
• Topic 4: Event Administration: Develop & Implement a Plan  
• Topic 5: Event Administration: Financial Planning  
• Topic 6: Event Coordination: Onsite Production & Experience  
• Topic 7: Event Marketing  
• Topic 8: Legal, Ethical & Risk Management  
• Topic 9: Event Technology  
• Topic 10: Revision and course review |
| IPE101     | The Industry Practicum is an introduction to the work environment, during which the student can develop their career pathway together whilst expanding and enhancing their skills. This unit provides the opportunity for students to reflect upon the relationship between their academic studies and the workplace environment, whilst being employed at an appropriate level. Students need to meet the requirements of the employment recruitment & selection process as well as provide written evidence of the completion of a 600 hours Food & Beverage industry-based learning, over a 24 week periods. | • Topic 1: Introduction to the Unit  
• Topic 2: Industry Knowledge  
• Topic 3: Professional Communication  
• Topic 4: Interview Skills  
• Topic 5: Individual Career Coaching  
• Topic 6: Individual Career Coaching  
• Topic 7: Individual Career Coaching  
• Topic 8: Individual Career Coaching  
• Topic 9: Individual Career Coaching  
• Topic 10: Individual Career Coaching |
| BUS201     | Financial analysis is an integral part of strategic management planning. This unit builds upon the foundational knowledge and skills gained in BUS101: Accounting Fundamentals and develops further student’s skills and expertise when interpreting | • Topic 1: Introduction to Managerial Accounting  
• Topic 2: Financial Statement Analysis  
• Topic 3: Cost-Volume Profit Analysis  
• Topic 4: Relevant Costs and Product Planning Decisions |
**BUS202 Economics**

BUS202 introduces the core concepts and economic principles necessary to develop effective decision makers. Students will develop an understanding of how decision makers make choices utilising available resources at a specific given time. This unit covers concepts such as “price elasticity demand”, cost benefit principle, fiscal and monetary policy, Macro and Microeconomics, international trade.

**BUS203 Business Law**

This unit has been designed to introduce students to the basic principles of business law and provide fundamental knowledge of the relevant State/Commonwealth Law relating to the tourism, hospitality and event management industries. Students will be introduced to both Common and Statute Law with specific emphasis on the areas of liability affecting the tourism, hospitality and event industries. Students will be provided with sufficient knowledge and understanding of business law to recognise/resolve and/or avoid legal problems within their business environment.

**BUS204 Human Resource Management**

This unit provides an introductory overview of the field of human resource management and examines key HRM concepts, processes and practices. It examines the increasingly strategic emphasis of HRM in Australia and globally. Students will explore ways in which the management style of an organisation influences the development of HRM philosophies and processes specifically with reference to tourism and hospitality enterprises.
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| BUS205      | Research Skills and Practices                  | This unit provides students with the necessary skills and practical tools to undertake and complete the research process of collection, analysis, interpretation and presentation of research specifically undertaken ad used within the tourism and hospitality industry context. It is therefore vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information and be able to report their findings in a variety of different ways. | • Topic 1: Definitions and Application of Business Research  
• Topic 2: Approaches to Research  
• Topic 3: Planning and Designing Research Projects  
• Topic 4: Collecting Information: Overview of Data Collection Techniques and Methods (part 1)  
• Topic 5: Collecting Information: Overview of Data Collection Techniques and Methods (part 2)  
• Topic 6: Sampling Design Business Ethics  
• Topic 7: Data Analysis, Synthesis and Interpretation  
• Topic 8: Data Analysis, Synthesis and Interpretation  
• Topic 9: Reporting Results  
• Topic 10: Revision and course review |
| HOS201      | Operations and Environment Management          | As the growing awareness of environmental issues is creating additional operational costs, the international tourism/hospitality manager needs to have a fundamental understanding of these issues and their impact. This unit aims to develop a student’s knowledge of contemporary facilities and operational practices. Whilst investigating the broad range of critical design decisions available to ensure close alignment with sound environmental practices and long-term sustainability: environmental benchmarking accreditation, waste, water and energy management, effective design. | • Topic 1: Operations and Environmental Management Introduction  
• Topic 2: Sustainable Development Principles  
• Topic 3: Environmental Management System (EMS)  
• Topic 4: Benching System ISO 14001  
• Topic 5: Water Management  
• Topic 6: Waste Management  
• Topic 7: Energy Management and Facilities Design  
• Topic 8: Group Presentation EMS  
• Topic 9: The Changing Nature of Operations and Environmental Management  
• Topic 10: Revision and course review |
| EVE201      | Event Planning & Implementation                | This unit follows on from the foundation unit EVE102 to build the students’ knowledge and skill in wide-ranging operational and management issues associated with planning, managing and staging of festivals and events. The key issues explored are: a framework for event logistics issues related to risk management such as security, crowd control and legal obligations; the role of technology in events, including products and applications. The assessment will be the practical evaluation of an event plan. | • Topic 1: Event Management – 5 Stages  
• Topic 2: Sponsorship & Planning  
• Topic 3: Fundraising  
• Topic 4: Event Logistics & Budgeting  
• Topic 5: Event Marketing  
• Topic 6: Event Staffing  
• Topic 7: Risk Management  
• Topic 8: Event Evaluation  
• Topic 9: Reflection: Risk Management  
• Topic 10: Revision and course review |
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<th>EVE202</th>
<th>The Professional Event Organiser</th>
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<td>In this unit, the development of specialised tourism niche products to meet the growing market needs of the ‘new tourist’ will be introduced to students. The range and different characteristics of the niche tourism product will be examined together with the different locations. Students will have the opportunity to explore and investigate one specific niche tourism activity and examine all aspects of the product.</td>
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|        | • **Topic 1**: Event Planning Process  
|        | • **Topic 2**: Event Design  
|        | • **Topic 3**: Site Selection and Development  
|        | • **Topic 4**: Infrastructure Services  
|        | • **Topic 5**: Entertainment and F&B  
|        | • **Topic 6**: Safe Operations  
|        | • **Topics 7**: Industry Study Trip  
|        | • **Topic 8**: Evaluation  
|        | • **Topic 9**: The Professional Event Organiser  
|        | • **Topic 10**: Revision and course review |

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<th>IPE201</th>
<th>Industry Practicum II</th>
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<td>The Industry Practicum unit is a key component of the Associate Degree and Bachelor programs as it provides students with the opportunity to develop their career pathways, whilst expanding and enhancing the skills and knowledge necessary to be successful within the tourism industry. This unit provides students with the opportunity to analyse and reflect upon the relationship between their academic studies from their level 2 units and the workplace environment, whilst being employed at an appropriate level.</td>
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|        | • **Topic 1**: Introduction to the Unit  
|        | • **Topic 2**: Career Planning Overview  
|        | • **Topic 3**: Professional Communication  
|        | • **Topic 4**: Interview Skills  
|        | • **Topic 5**: Individual Career Coaching  
|        | • **Topic 6**: Individual Career Coaching  
|        | • **Topic 7**: Individual Career Coaching  
|        | • **Topic 8**: Individual Career Coaching  
|        | • **Topic 9**: Individual Career Coaching  
|        | • **Topic 10**: Individual Career Coaching |

| Level 3 |
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| BUS301 | Services Marketing |
|        | The service sector is one of the fastest growing global industry sectors. This unit will provide students with both practical and theoretical approaches of marketing and the management of service business. It expands on the previous knowledge gained in BUS104: Sales and Marketing. It will explore the major differences between the marketing of service as distinct from the marketing of tangible products; assessing and improving service delivery and provide students with the necessary skills to develop and implement marketing strategies for the tourism and hospitality and other service industries. |
|        | • **Topic 1**: New Perspectives on Marketing in the Service Economy  
|        | • **Topic 2**: Customer Behaviour and Service Encounters  
|        | • **Topic 3**: Customer Satisfaction and Service Quality  
|        | • **Topic 4**: Positioning Services in Competitive Markets  
|        | • **Topic 5**: Distributing Services and Crafting the Service Environment  
|        | • **Topic 6**: Balancing Productive Capacity and Demand  
|        | • **Topic 7**: Handling Customer Complaints and Managing Service Recovery  
|        | • **Topic 8**: Communicating and Promoting Services  
|        | • **Topic 9**: Managing People for Service Advantage  
|        | • **Topic 10**: Revision and course review |
| BUS302 Business Management and Entrepreneurship | This unit explores business management and entrepreneurship with a focus on the services sector. This unit will concentrate on the requirements to launch and manage a new enterprise including the basic tasks associated with the initial stages of starting a new venture. This unit will use the preparation of a business plan for a new enterprise as its focus. |
| BUS303 Organisational Development and Change | This unit examines the complexities of the change process and aims to provide students with a sound knowledge on organisational change and development together with an understanding of the skills needed to implement change management-related projects. |
| BUS304 Strategic Planning and Management | The focus of this unit is to integrate all of the previous units undertaken including management accounting, services marketing, business law and operations, whilst introducing the students to new strategic management concepts. The unit will examine the total enterprise, the industry and the competitive environment in which it operates. The emphasis of this unit is to further develop and fine tune student’s critical thinking and decision making skills to formulate strategic planning by using a case study based approach. |
| **Topic 1**: Introduction to Entrepreneurship and Intrapreneurship | **Topic 1**: Introduction to the Unit |
| **Topic 2**: Business Strategies and Intrapreneurial Changes within Organizations | **Topic 2**: Understanding Change & the Role of the Change Agent |
| **Topic 3**: The Innovation Process and Types of Innovation | **Topic 3**: Managing Resistance & the process of Organisational Change |
| **Topic 4**: Pathways to Entrepreneurial Ventures and Social Venturing | **Topic 4**: Organisation Development & Change |
| **Topic 5**: Building Competitive Strategies through Competitive Tactics and Intrapreneurial Resistance within Organizations | **Topic 5**: OD Interventions: People & Process/Strategy & Structure |
| **Topic 6**: Mid-Term Exam | **Topic 6**: Organisation Transformation & Change |
| **Topic 7**: How Entrepreneurs Embark on Business Plans | **Topic 7**: Change in a Chaotic & Unpredictable Environment |
| **Topic 8**: Marketing Considerations | **Topic 8**: Competitive & Collaborative Strategies |
| **Topic 9**: Legal and Intellectual Property Considerations | **Topic 9**: Future Direction |
| **Topic 10**: Revision and course review | **Topic 10**: Revision and course review |

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| BUS305 Ethical Business Management | The aim of this unit is to develop an appreciation of the ethical, social and moral issues related to the development, operations of tourism and hospitality enterprises. This unit will consider the governmental, inter-governmental, private business and individual industry manager’s approaches to ethical and social issues especially in the context of the impact and implications of multi-national operations especially in developing countries. The overall aim of this unit is for students to make more ethical decisions throughout their careers. | - **Topic 1:** Introduction to Ethics  
- **Topic 2:** Theories of Ethics  
- **Topic 3:** Corporate Responsibility  
- **Topic 4:** The Environment  
- **Topic 5:** Globalisation  
- **Topic 6:** Markets and the Consumer  
- **Topic 7:** The Organisation: Ethical and Moral Issues  
- **Topic 8:** Justice and Economic Distribution  
- **Topic 9:** Ethics at Work  
- **Topic 10:** Revision and course review |
| EVE301 Managing Event Facilities | The aim of this unit is to examine the principles of managing venue and facility operations. Specifically, this unit addresses how routine facilities planning, including maintenance, cleaning, security, refurbishment and capital improvement, are treated as part of the annual event calendar. Additionally this unit explores current trends and case studies that benchmark practices and strategies for improving venue management. Additional consideration is given to the importance of responsible environmental management and the practices of sustainable tourism development in conjunction with event facilities. | - **Topic 1:** The Role, Form & Structure of Facilities in the Event Industry (part 1)  
- **Topic 2:** The Role, Form & Structure of Facilities in the Event Industry (part 2)  
- **Topic 3:** Different Types of Events  
- **Topic 4:** The Roles and Responsibilities of Event Facility Managers  
- **Topic 5:** Strategic Planning of Events  
- **Topic 6:** Cost & Controls and POM’s Operations  
- **Topic 7:** Sustainability in Event Facilities Management  
- **Topic 8:** Facility Systems / Safety & Security  
- **Topic 9:** Water and Waste Water Systems  
- **Topic 10:** Electrical Systems and Lighting  
- **Topic 11:** Risk Management  
- **Topic 12:** Design & Renovation  
- **Topic 13:** Revision and course review |
| EVE302 Event Revenue and Yield | Event Revenue and Yield encompasses a wide range of topics and is structured to cover the various aspects of sponsorship and fundraising by identifying:  
- The range of contexts, such as sports, the arts and the public sector in which sponsorship occurs  
- The preparation, presentation and significance of a sponsorship proposal  
- The various types of fundraising processes and issues.  
A strong emphasis will be placed upon the development and presentation of the sponsorship proposal. This will facilitate the development of communication and presentation of the sponsorship proposal and the acquisition of professional skills. | - **Topic 1:** Introduction to Revenue Management  
- **Topic 2:** Strategic Pricing  
- **Topic 3:** Value  
- **Topic 4:** Differential Pricing  
- **Topic 5:** The Revenue Manager’s Role  
- **Topic 6:** Context for Sponsorship  
- **Topic 7:** Developing a Sponsorship Strategy  
- **Topic 8:** Specialised Applications of Revenue Management  
- **Topic 9:** Building Better Business  
- **Topic 10:** Revision and course review |
### EVE303 Event Evaluation

The aim of this unit is to develop an appreciation of the key strategic issues facing the international tourism, hospitality and event management industries. The unit builds upon the foundation knowledge students gained in years 1 and 2. Students will develop their research skills and knowledge by writing and orally presenting a researching article, which explores one or more of the contemporary issues currently facing the industries.

- **Topic 1:** Measuring the Impact and Effectiveness of Events
- **Topic 2:** Assessing the success of Marketing Strategies for Event Organisers
- **Topic 3:** Appraising the Mechanisms for Continuous improvement of Events
- **Topic 4:** Satisfying the Requirements of Sponsors and Stakeholders
- **Topic 5:** The Contribution of Events to the Economic Development of a Destination
- **Topic 6:** Evaluating the Benefits of Events to the Host Community
- **Topic 7:** Case Study 1
- **Topic 8:** Case Study 2
- **Topic 9:** Field Study Evaluation
- **Topic 10:** Revision and course review