

Subject Descriptions - International Event Management

CRICOS Numbers:

Diploma of Business (IEM): 089924J

Associate Degree of Business (IEM): 089923K

Bachelor of Business (IEM): 089922M

Torrens University Australia: 03389E

Subject name	Aim	Topics covered
Level 1		
BUS101 Accounting Fundamentals	Accounting Fundamentals lays the foundation for student's understanding of the accounting system. The subject has a practical approach, providing students with the opportunity to analyse original documents through to profit and loss determination and the preparation of the statements of financial performance and financial position.	<ul style="list-style-type: none"> • 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
BUS102 Management and Leadership	A manager's role is to decide what goals and objectives his or her department should strive to achieve. Through the use of case studies, students are given the opportunity to examine key issues and to discuss current hospitality management practices.	<ul style="list-style-type: none"> • 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
BUS103 Research and Academic Skills	This subject introduces students to the concept of academic literacy in a higher educational context. Students will be able to study the relevant resources and explore strategies and techniques which will allow full participation in their new academic environment. The course will provide students with research skills (information literacy), critical analysis, writing and language techniques. Transferable skills including time management and teamwork are incorporated in the course. The aim of this subject is to provide knowledge and skills needed for Higher Education, to help students to manage their own success and	<ul style="list-style-type: none"> • Topic 1: Course Introduction - Orientation to Academic and Disciplinary Expectations in Business • Topic 2: Analysing Academic Tasks and Assignment Questions • Topic 3: Approaches to Reading and Analysing Academic and Professional Text • Topic 4: Strategies for Managing Information – Summarising and Synthesising Texts • Topic 5: Academic Integrity (Plagiarism) • Topic 6: The literature Review

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	to assist students in reaching their academic potential.	<ul style="list-style-type: none"> • Topic 7: Essay Writing and the Business Report • Topic 8: Teamwork and Cultures • Topic 9: Oral Presentations and Use of Technology – Visual Support • Topic 10: Revision and Evaluation of Learning
BUS104 Sales and Marketing	Determining the needs and wants of our potential customers is a key priority for managers. Students will be introduced to the distinction between selling and marketing. Skills will be developed to apply within an operating environment to recognise the basic principles and practices of marketing in relation to consumer and market trends.	<ul style="list-style-type: none"> • Topic 1: Introduction to Marketing • Topic 2: The Marketing Environment • Topic 3: Marketing Information and Marketing Research • Topic 4: Consumer Decision Making • Topic 5: Segmentation and Targeting Markets • Topic 6: Pricing • Topic 7: Marketing channels and Logistics Decisions • Topics 8 & 9: Integrating Marketing Communication and Promotions Mix
BUS105 Cross Cultural Studies	An understanding of different cultures is of fundamental importance in business today. Cross-cultural Studies looks at how cultural factors influence human behaviour, including people’s attitudes, behaviours, customs and values. Wide ranges of topics are discussed in an effort to better prepare students for the challenges of communicating effectively with people from varied backgrounds using twenty-first century modes of communication.	<ul style="list-style-type: none"> • Topic 1: Determinants of culture or What is culture? • Topic 2: Dimensions of Culture in Business • Topic 3: Business Cultures in the Western World • Topic 4: Business Cultures of Asia, the Middle-East and Africa • Topic 5: Cultural Dimensions and Dilemmas • Topic 6: Culture and International Marketing Management • Topic 7: Negotiating Internationally and Working with International Teams • Topic 8: Culture and Leadership • Topic 9: Developing Intercultural Communicative Competence
HOS101 Food and Beverage Operations Management	The key focus of this subject is to broaden students understanding of the operational aspects of food and beverage, whilst giving them the opportunity to learn, develop and apply theories, concepts and skills in a practical environment.	<ul style="list-style-type: none"> • Topic 1: Hospitality and the Waiter • Topic 2: Food and Beverage Operations • Topic 3: Food and Beverage Service Legal • Topic 4: Bar and Beverage Management • Topic 5: Wine 1 (Red and White Wines) • Topic 6: Hot Beverages (Tea and Coffee) • Topic 7: Alcoholic Beverages (Beer, Spirits and Cocktails)

		<ul style="list-style-type: none"> • Topic 8: Wine 2 (Sparkling and Dessert Wines) • Topic 9: Food Production Management
EVE101 Events Banqueting and Conferences	Event managers must be fast decision-makers with a high degree of organisation and flexibility. This subject will develop the necessary skills and knowledge for realistic workplace situations. Focus is on the various food service outlets and operations within tourist and event venues. Emphasis will be placed on banquets and conferencing.	<ul style="list-style-type: none"> • 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
EVE102 International Events Industry	Events contribute to the Australian and international economies through job creation and by bringing money into a community. EVE102 will enable students to analytically comprehend the significant impact of global events. The case studies explore how events create impact on a social and economic level, and the wider affects this has on the global marketplace.	<ul style="list-style-type: none"> • Topic 1: Overview - Welcome to a Changing World • Topic 2: Developing a Plan • Topic 3: Human Resources and Time Management • Topic 4: Sustainable Financial Leadership • Topic 5: Marketing and Integrated Communications Technology • Topic 6: Risk Management: Health and Safety, Legal, and Ethical Safeguards • Topic 7: Virtual Event • Topic 8: Career Growth and Sustainable Development
IP101 Industry Placement I	Employment is an excellent opportunity for the student to develop knowledge, skills and abilities in their chosen discipline. The Industry Placement subject provides students with a series of professional development workshops to be successful in their application to work in an approved food and beverage outlet (depending on degree undertaken). Combining professional experience with their qualifications while undertaking an industry placement of 600 hours.	<ul style="list-style-type: none"> • Topic 1: Introduction to the Subject • 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
Level 2		
BUS201 Management Accounting	Financial analysis is an integral part of strategic management planning. This subject builds upon BUS101, further developing students' skills and expertise when interpreting financial information. The subject provides students with the skills and knowledge relevant to planning, controlling and evaluating accounting information, which	<ul style="list-style-type: none"> • Topic 1: Introduction to Managerial Accounting • Topic 2: Financial Statement Analysis • Topic 3: Cost-Volume Profit Analysis

	will enable them to make sound, managerial decisions.	<ul style="list-style-type: none"> • Topic 4: Relevant Costs and Product Planning Decisions • Topic 5: Revenue Management • Topic 6: The Use of Budgets in Planning and Decision Making • Topic 7: Variance Analysis • Topic 8: Decentralization, Performance Evaluation and The Balanced Scorecard • Topic 9: The Statement of Cash flows
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 subject covers concepts such as “price elasticity demand”, cost benefit principle, fiscal and monetary policy, Macro and Microeconomics and international trade.	<ul style="list-style-type: none"> • Topic 1: Introduction to Economics • Topic 2: Supply and Demand • Topic 3: Using Supply and Demand • Topic 4: Production and Costs • Topic 5: Firms in Perfectly Competitive Markets • Topic 6: Monopoly and Oligopoly • Topic 7: Introduction to Macroeconomics • Topic 8: Macroeconomic Management • Topic 9: International Economics
BUS203 Business Law	Business Law introduces students to the basic principles of the relevant State and Commonwealth laws relating to tourism and hospitality. Emphasis is placed on areas such as liability, resolution and legal problem solving.	<ul style="list-style-type: none"> • Topic 1: The Australian Legal System • Topic 2: Torts • Topic 3: Business Entities • Topic 4: Contracts • Topic 5: Consumer Law • Topic 6: Privacy • Topic 7: Legislation in the Hospitality Industry • Topic 8: Employment Law • Topic 9: Ethics
BUS204 Human Resource Management	The concept of human capital recognises that not all labour is equal and that the quality of employees can be improved by investing in them. Human Resources Management (HRM) concepts, practices and processes are examined in this subject. 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.	<ul style="list-style-type: none"> • Topic 1: Introduction to HRM • Topic 2: HRM Strategy and Analysis • Topic 3: Training and Development • Topic 4: Compensation • Topic 5: Recruitment, Placement and Talent Management • Topic 6: Employee Relations • Topic 7: Equal Opportunity and the Law • Topic 8: Employee Relations • Topic 9: Labour Law
BUS205 Research Skills and Practices	Embarking on research in any discipline is a serious undertaking. Research Skills and Practices familiarise students with skills and research methods that are essential for completing research projects and for making quality business decisions. Students will	<ul style="list-style-type: none"> • Topic 1: Definitions and Application of Business Research • Topic 2: Approaches to Research • Topic 3: Planning and Designing Research Projects

	learn the necessary skills and practical tools to undertake and complete the research process of collection, analysis, interpretation and presentation of research.	<ul style="list-style-type: none"> • 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
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. Student's knowledge of contemporary facilities and operational practices will be developed while investigating the broad range of critical design decisions available. Attention will be given to sound environmental practices and long-term sustainability.	<ul style="list-style-type: none"> • Topic 1: Operations and Environmental Management Introduction • Topic 2: Sustainable Development Principles • Topic 3: Environmental Management System (EMS) • Topic 4: Benchmarking 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
EVE201 Event Planning and Implementation	The operational and management issues associated with the planning and staging of festivals and events is explored in this subject. Key areas included are: risk management, event logistics and the role of technology. This follows on from the EVE102 foundation subject to build on the student's skills and knowledge.	<ul style="list-style-type: none"> • 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
EVE202 The Professional Event Organiser	A professional event organiser is significant to the success of all types of events, from small boardroom functions to the gala event or festival. Subjects range from time management, event design, systems and processes, procurement, event planning, monitoring and implementation strategies. This course provides students with the essential	<ul style="list-style-type: none"> • 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

	knowledge and tools to thrive in the ever growing event industry.	<ul style="list-style-type: none"> • Topic 9: The Professional Event Organiser
IP201 Industry Placement II	Extending knowledge, skills and ability in employment is a key component of Industry Placement, providing students with the opportunity to analyse and reflect upon the relationship between their academic studies and the workplace environment. This in turn consolidates a student's academic knowledge by exposing them to real life experience and challenging their commitment to their chosen field in industry. Through this second 600-hour industry placement students will expand their studies and develop their career pathway.	<ul style="list-style-type: none"> • Topic 1: Introduction to the Subject • 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
Level 3		
BUS301 Services Marketing	The service sector is one of the fastest growing global industry sectors. Services Marketing provides 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 from the marketing of tangible products. It will cover how to assess and improve service delivery and will provide students with the necessary skills to develop and implement marketing strategies for the tourism and hospitality and other service industries.	<ul style="list-style-type: none"> • 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
BUS302 Business Management and Entrepreneurship	An invaluable part of business is to create new ideas and a vision for ongoing revenue. Business Management and Entrepreneurship takes the student through a step-by-step process of communicating effectively and managing a new business venture through a solid business plan.	<ul style="list-style-type: none"> • Topic 1: Introduction to Entrepreneurship and Intrapreneurship • Topic 2: Business Strategies and Intrapreneurial Changes within Organizations • Topic 3: The Innovation Process and Types of Innovation • Topic 4: Pathways to Entrepreneurial Ventures and Social Venturing • Topic 5: Building Competitive Strategies through Competitive Tactics and Intrapreneurial Resistance within Organizations • Topic 6: How Entrepreneurs Embark on Business Plans • Topic 7: Marketing Considerations

		<ul style="list-style-type: none"> • Topic 8: Legal and Intellectual Property Considerations
BUS303 Organisational Development and Change	<p>Change needs to be understood and managed in a way that people can cope effectively with it. Organisational Development and Change 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.</p>	<ul style="list-style-type: none"> • Topic 1: Introduction to the Subject • Topic 2: Understanding Change & the Role of the Change Agent • Topic 3: Managing Resistance & the process of Organisational Change • Topic 4: Organisation Development & Change • Topic 5: OD Interventions: People & Process/Strategy & Structure • Topic 6: Organisation Transformation & Change • Topic 7: Change in a Chaotic & Unpredictable Environment • Topic 8: Competitive & Collaborative Strategies • Topic 9: Future Direction
BUS304 Strategic Hotel Management and H.O.T.S.	<p>Strategic planning is an organisation's process of defining its strategy or direction and making decisions on allocating its resources to pursue its strategy. The subject will examine the total enterprise, the industry and the competitive environment in which it operates. The emphasis is on further developing and fine-tuning student's critical thinking and decision-making skills to formulate strategic planning by reviewing a number of case studies.</p>	<ul style="list-style-type: none"> • Topic 1: Introducing Strategy • Topic 2: The Environment • Topic 3: Strategic Capabilities • Topic 4: Strategic Purpose • Topic 5: International Strategy • Topic 6: Corporate Strategy and Diversification • Topic 7: Culture and Strategy
BUS305 Ethical Business Management	<p>Ethical, social and moral issues relating to the development and operations of tourism and hospitality enterprises are integral to business today. Ethics Business Management engages with, and encourages debate about, a set of moral standards that are relied upon to make decisions in our modern society.</p>	<ul style="list-style-type: none"> • 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
EVE301 Managing Event Facilities	<p>In today's society responsible environmental practices need to be considered when managing venues and events. Current trends are explored for sustainable tourism, where students will be encouraged to develop their management style that includes how an event facility is managed, planned and maintained sustainably.</p>	<ul style="list-style-type: none"> • 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

		<ul style="list-style-type: none"> • 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
EVE302 Event Revenue and Budgeting	Revenues and expenditures form a critical part of an event proposal and its budget. In this subject, you will investigate the tangible and intangible benefits that an event can bring. You will identify aspects of sponsorship and fundraising and will examine how event companies use those as a revenue source. You will also propose a budget for a new event proposal, as well as discuss how events can use segmentation, distribution and forecasting as key elements of their revenue strategy.	<ul style="list-style-type: none"> • 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
EVE303 Event Evaluation	Critical to the outcome of an event is the evaluation process. Students will conduct an investigation into pre, during and post-event phases. Based on their evaluation, students will propose a new event experiential design framework for managing event projects and enhance brand image of event organisers.	<ul style="list-style-type: none"> • 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