**Subject Code**  
EVE703

**Subject Name**  
Event Evaluation and Innovation

**Subject Coordinator**  
Dr Jeffrey Wrathall  
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**Credit points**  
6

**Study Level**  
Year 3

**Delivery mode**  
On campus

**Location**  
Melbourne

**Prerequisites**  
EVE601 Project Management and Logistics  
EVE604 Event Stakeholders

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**Subject Overview**  
This subject explains a range of business concepts associated with performance measurement and evaluation. Students explore problems and issues related to event evaluation and innovation and the continuous improvement of events. Students work on live events in order to evaluate event performance and develop strategies for innovation and improvement.

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**Learning Outcomes**

- Analyse the key determinants of event performance.
- Apply financial and non-financial approaches for event evaluation.
- Evaluate models of innovation and continuous improvement for the event context.
- Design strategies for innovation and the continuous improvement of events.
- Contribute effectively to team goals and objectives.

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**Assessments**

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case study analysis</td>
<td>25%</td>
</tr>
<tr>
<td>Analytical Report (groups of four)</td>
<td>40%</td>
</tr>
<tr>
<td>Formal Presentation (groups of four)</td>
<td>35%</td>
</tr>
<tr>
<td>Peer assessment</td>
<td>Hurdle</td>
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</tbody>
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**Graduate Attributes addressed in this subject**

- Preparedness
- Ethical and social understanding
- Systematic and coherent body of knowledge
- Cognitive skills to synthesise and consolidate knowledge
- Teamwork skills
- Communication skills
- Personal attributes - Fostering innovation