SUBJECT DETAILS

SUBJECT CODE       EVE501
SUBJECT NAME       Fundamentals of Event Practices
STUDY LEVEL        Year 1
LOCATION           Melbourne
CREDIT POINTS      6
PREREQUISITES      Nil

SUBJECT DESCRIPTION

Fundamentals of event practices introduce students to the core processes involved with managing planned events. These include the development of event concepts, the marketing and sponsorship of events, event budgeting and finance, staffing and human resource management issues, event logistics, legal issues in events, risk and emergency services, and the staging of events. Key milestones in the event process are explored from event initiation and development through to staging and evaluation. Immersion in this fundamentals subject provides students with an introduction to the meta language used in the industry. A key component of the learning experience is work-integrated learning such as site visits, guest speaker sessions and volunteer placements.

SUBJECT ASSESSMENT

<table>
<thead>
<tr>
<th>TYPE</th>
<th>COMMENTS</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report</td>
<td>Report explaining the event cycle and the different management functions or processes (1000 words)</td>
<td>30%</td>
</tr>
<tr>
<td>Journal</td>
<td>Journal entries that outline the alignment between the event management process and the event experience observed during work integrated Learning activities(2400 words)</td>
<td>30%</td>
</tr>
<tr>
<td>Exam</td>
<td>2 hours</td>
<td>40%</td>
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</tbody>
</table>

SUBJECT COORDINATOR

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