SUBJECT DETAILS

SUBJECT CODE    HTE602
SUBJECT NAME    Event Management
STUDY LEVEL     Year 2
LOCATION        Melbourne
CREDIT POINTS   6
PREREQUISITES  Nil

SUBJECT DESCRIPTION

This subject provides an examination of core event management concepts, evaluates the role of events in industry and society, examines the internal and external forces which affect the events industry, and highlights the link between event management and project management. Industry visits, excursions and industry speakers will be utilized to provide students with an appreciation of the context within which events are conceptualized and managed.

SUBJECT ASSESSMENT

<table>
<thead>
<tr>
<th>TYPE</th>
<th>COMMENTS</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Research Report</td>
<td>Research report examining the impact and significance of a major or mega event (1600 words)</td>
<td>40%</td>
</tr>
<tr>
<td>Reflective Diary</td>
<td>Reflection on an event volunteering experience (1800 words)</td>
<td>30%</td>
</tr>
<tr>
<td>Class Tests</td>
<td>2 class tests worth 15% each – short answer questions</td>
<td>30%</td>
</tr>
</tbody>
</table>

SUBJECT COORDINATOR

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