

Faculty of Higher Education

Subject Code	EVB701
Subject Name	Entrepreneurship in Events
Credit points	6
Study Level	Year 3
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Dr Jeffrey Wrathall
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Subject Overview	In this subject students analyse and evaluate entrepreneurship as it relates to the events industry. This involves the development and utilisation of business models, as well as other strategies aimed at the development, survival and growth of a business event enterprise. As part of the business development process, students are also introduced to the bidding process and the challenges associated with the design and presentation of a successful event bid.
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Learning Outcomes	Analyse and evaluate the entrepreneurial process and associated skill requirements as applied to the business events sector
	Apply strategies aimed at the development, survival and growth of a business events enterprise
	Develop and communicate a business model for a start-up business events enterprise
	Design and present an event bid for a proposed business event that addresses tender requirements

Assessments	Details	Weighting
	Essay	35%
	Business Model Report	30%
	Presentation – Event Bid (group assessment)	35%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Sustainability literacy
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise knowledge