

Faculty of Higher Education

<b>Subject Code</b>	EVE501
<b>Subject Name</b>	Fundamentals of Event Practices
<b>Credit points</b>	6
<b>Study Level</b>	Year 1
<b>Delivery mode</b>	On campus
<b>Location</b>	Melbourne
<b>Prerequisites</b>	None

<b>Subject Coordinator</b>
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<b>Subject Overview</b>	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.
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<b>Learning Outcomes</b>	Describe the organisation and management structure and functions of planned events.
	Explain the phases of the event planning cycle.
	Outline the alignment between the event management process and the event experience.
	Communicate using appropriate event management terminology.

<b>Assessments</b>	<b>Details</b>	<b>Weighting</b>
	Report - explanation	20%
	Report - outline	40%
	Exam	40%

<b>Graduate Attributes addressed in this subject</b>	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Interpersonal and teamwork skills
	Communication skills
	Personal attributes - Awareness of the event industry through volunteering opportunities