

Faculty of Higher Education

Subject Code	EVE607
Subject Name	Economic and Financial Analysis
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Simon Hamm
Simon.Hamm@angliss.edu.au

Subject Overview	<p>Operating in both domestic and global markets, event managers respond to a range of economic and financial factors and conditions. At a micro level, managers require an understanding of the financial and economic influences on consumer demand and an ability to make informed decisions on supply. On a macro level an appreciation of the economic importance and impact of the events industry within the overall national and global market for business events is required, together with an understanding of the broad contextual and environmental influences on activity in this sector. While many financial and economic variables are beyond the control of individual organisations, an understanding of underlying economic principles and their impact is vital in a local, national and global environment.</p> <p>Students in this subject will identify, analyse and contextualize key financial and economic data that impacts on the performance and viability of business events. Students will also gain insights and capabilities within this economic and financial location to develop strategies and operational plans to relate to real-world settings and situations.</p>
-------------------------	---

Learning Outcomes	Use economic and financial models and statistics to analyse the behaviour of individuals, firms and markets and their relationship to the events sector
	Analyse the “value” of the event sector to local, national and global economies within a demand and supply model
	Predict and describe the impact of movements in key economic and financial indicators on the events sector in varying contexts using a sustainability theoretical model
	Identify and analyse the dominant and emerging economic ideologies
	Evaluate the short and long term financial and economic impacts of decisions at various levels of government that affect the events sector

Assessments	Details	Weighting
	Weekly quizzes	30%
	Economic Feasibility Project	40%
	Exam	30%

Graduate Attributes addressed in this subject	Sustainability literacy
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique, synthesise and consolidate knowledge
	Communication skills