

Faculty of Higher Education

Subject Code	EVE702
Subject Name	Business Development in the Events Industry
Credit points	6
Study Level	Year 3
Delivery mode	On campus
Location	Melbourne
Prerequisites	EVE601 Project Management and Logistics MAN502 Financial Concepts

Subject Coordinator
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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 utilization of business models, as well as other strategies aimed at the development, survival and growth of an 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 events industry
	Apply strategies aimed at the development, survival and growth of an events enterprise.
	Develop and communicate a business model for a start-up events enterprise.
	Design and present an event bid that addresses tender requirements.

Assessments	Details	Weighting
	Essay	30%
	Report	35%
	Event Bid	35%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise and consolidate knowledge
	Personal attributes - sales skills