

## Course Outline

### Code: TSM200 Title: World of Events

**School:** Business  
**Teaching Session:** Semester 2  
**Year:** 2020  
**Course Coordinator:** Dr Lenny Vance  
**Course Moderator:** Dr Aaron Tham

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

#### 1. What is this course about?

##### 1.1 Description

Events have become increasingly pivotal in our lives and societies. Often seen as highlights and the special points in time and space by which we mark our most memorable milestones. The global industry of special events, celebrations and entertainment continues to prosper and event management offers exciting and rapidly expanding career opportunities. This course allows you to build foundational knowledge of modern event management. It enables you to develop the necessary skills to design, create and manage memorable and enduring event experiences. The course incorporates case studies and guest speakers to provide a contemporary context for examining best practice.

##### 1.2 Field trips, WIL placements or activities required by professional accreditation

Activity	Details
N/A	

#### 2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

#### 3. What is the unit value of this course?

12 units

#### 4. How does this course contribute to my learning?

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Compose effective, professional and persuasive written oral and digital communication solutions	1, 2 and 3	Communication (Empowered)
Adapt and apply interpersonal skills to work independently, collaboratively and efficiently in a simulated event team environment	3	Collaboration (Empowered, Engaged)
Apply discipline knowledge and skills in an event management context	1, 2 and 3	Career ready (Knowledgeable, Empowered)
Apply creative and critical thinking to develop and evaluate appropriate solutions in an event management context	1,3	Creative and Critical Thinking (Creative and Critical Thinking)

#### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

##### 5.1 Enrolment restrictions

Nil

##### 5.2 Pre-requisites

TSM102 OR enrolled in program SB302

##### 5.3 Co-requisites

TSM315

##### 5.4 Anti-requisites

Nil

##### 5.5 Specific assumed prior knowledge and skills (where applicable)

Knowledge of basic tourism, leisure and event management principles, analytical skills, report writing skills and basic market research skills.

#### 6. How am I going to be assessed?

##### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

##### 6.2 Details of early feedback on progress

Tutorial time will be dedicated in Weeks 3 and 4 of the course to provide feedback on students event concepts prior to finalisation of Task1.

### 6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Plan	Individual	25%	10-minute presentation and discussion of an original event concept	Week 6 Friday 5pm (AEST)	Online Assignment Submission with Plagiarism check
2	Case Study	Individual	25%	1,000-word reflective essay	Week 11 Friday 5pm (AEST)	Online Assignment Submission with Plagiarism check
3A	Plan	Group	40%	2000-word Event Management Plan	Week 15 Friday 5pm (AEST)	Online Assignment Submission with Plagiarism check
3B	Written Piece	Individual	10%	400-word peer review and self-reflection report	Week 15 Friday 5pm (AEST)	Online Assignment Submission with Plagiarism check
			100%			

#### Assessment 1: Event Concept Plan

<b>Goal:</b>	To demonstrate creativity in the design of an original event.
<b>Product:</b>	Plan
<b>Format:</b>	Develop a realistic event concept plan and gain feedback on it before proceeding to the next stage of development for Assessment Task 3. This will ensure you are making progress and are tracking well for success. An individual assessment comprising a 10 minutes maximum presentation outlining the plan via a digital format, e.g. video or narrated PowerPoint presentation Further details are provided in the assessment area in Blackboard.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Communication of professional response to an event concept submission brief</li> <li>• Appropriate choice and effective use of digital tools/channels</li> <li>• Application of discipline knowledge</li> <li>• Application of radical (breakthrough) creativity to develop innovative solutions to business problems</li> </ul>

#### Assessment Task 2: Case Study

<b>Goal:</b>	To conduct a critical analysis of real-world event situations and offer theoretically sound recommendations and solutions.
<b>Product:</b>	Case Study
<b>Format:</b>	A 1,000-word reflective essay based on an event the student has attended in the past
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Identification and critical analysis of pertinent issues in an event management context</li> <li>• Application of discipline knowledge</li> <li>• Utilise creativity to develop innovative solutions to event management problems</li> <li>• Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling and Harvard referencing style</li> </ul>

### Assessment Task 3A: Event Management Plan

<b>Goal:</b>	To apply discipline knowledge in an event management planning scenario.
<b>Product:</b>	Plan
<b>Format:</b>	A group assessment comprising a written event management plan (2000 words) Further details are provided in the assessment area in Blackboard
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Application of academic and industry knowledge</li> <li>• Application of creative and critical thinking to develop appropriate solutions in an event management context.</li> <li>• Adaptation and application of interpersonal skills in relation to an event team environment</li> <li>• Professional presentation of a written communication piece</li> <li>• Referencing of sources using Harvard referencing style</li> </ul>

### Assessment Task 3B: Self and Peer Assessment Reflection

<b>Goal:</b>	To reflect on the learning experiences arising from the challenges and opportunities presented by working on the collaboratively produced Event Management Plan.
<b>Product:</b>	Written Piece
<b>Format:</b>	An individual 400-word submission inclusive of a peer assessment questionnaire and written report. Further details are provided in the assessment area in Blackboard
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Application of interpersonal skills to work effectively within a simulated event management team scenario</li> <li>• Application of self-reflection for personal development</li> </ul>

## 7. Directed study hours

This course will be delivered via technology-enabled learning and teaching. All lectures will remain in this mode for Semester 2 2020.

When government guidelines allow, students that elected on-campus study via the class selection process will be advised when on campus tutorials and practical sessions will resume.

Student workload is calculated at 12.5 learning hours per one unit.

Each week:

- 1 hour on-line lecture
- 1 hour interactive tutorial
- 1 hour digital content
- 9.5 hours independent study (including assessment work)

## 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### 8.1 Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below as they are required:

Author	Year	Title	Publisher
Van der Wagen, Lynn and White	2018, 5 <sup>th</sup> edn	<i>Event Management</i>	Cengage, South Melbourne

## 8.2 Specific requirements

N/A

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### 10.2 Assessment: Additional requirements

#### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### 10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

#### 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

#### 10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or [accessability@usc.edu.au](mailto:accessability@usc.edu.au) or call 07 5430 1226

#### 10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

#### 10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J,Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

**Appendix 1 Course content**

<b>Week # / Module #</b>	<b>What key concepts/content will I learn?</b>	<b>Directed Study Activities: teaching components</b>
1	Overview of the course Foundation disciplines	Please refer to Section 7 for details
2	Conceptualising an event Event impacts and legacies	Please refer to Section 7 for details
3	The qualities of enduring events Sustainability in and of events	Please refer to Section 7 for details
4	Strategic planning for events	Please refer to Section 7 for details
5	Event team organisation and leadership	Please refer to Section 7 for details
6	Project management of events	Please refer to Section 7 for details
7	Event venue and site selection consideration Legal and risk issues for events	Please refer to Section 7 for details
8	Event budgeting and financing	Please refer to Section 7 for details
9	Marketing of events Events for marketing	Please refer to Section 7 for details
10	Staging, site operations and logistics of events	Please refer to Section 7 for details
11	Event evaluation and research	Please refer to Section 7 for details
12	Events on tour Tourists to events	Please refer to Section 7 for details
13	Event careers and professional development	Please refer to Section 7 for details

Please note that the course activities may be subject to variation.

**Mid Semester Break:**

28<sup>th</sup> September 2020-4<sup>th</sup> October 2020 (Between Week 10 and Week 11)

**Public Holidays**

Queen's Birthday - Monday 5<sup>th</sup> Oct 2020 (Week 11)