



## COURSE OUTLINE

# TSM200 Creating and Managing Event Experiences

**Course Coordinator:** Leonard Vance (lvance@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 2

USC Sunshine Coast  
USC Moreton Bay  
USC Fraser Coast  
USC Southbank

**ON CAMPUS**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE**

You can do this course without coming onto campus.

*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 industry interviews to provide a contemporary context for examining best practice.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>ON CAMPUS</b>			
<b>Tutorial/Workshop 1</b> – In-class tutorial	2hrs	Week 2	11 times
<b>Lecture</b> – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
<b>ONLINE 1</b>			
<b>Tutorial/Workshop 1</b> – Interactive zoom tutorial online	2hrs	Week 2	11 times
<b>Lecture</b> – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

### 1.3. Course Topics

Course Overview; Perspectives on events  
Event concepts, impacts and legacies  
Sustainability in events and sustainability of events  
Strategic planning for events  
Event teams, leadership and organisational structures  
Project management for events  
Venue selection, risk & OH&S issues  
Event finances  
Event marketing  
Staging of events  
Event evaluation  
Events on tour

## 2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

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

12 units

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

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Compose effective, professional and persuasive written oral and digital communication solutions	Empowered Engaged	PC1 - Communication PC1.1 - Written Communication PC1.2 - Oral Communication PC1.3 - Digital Literacy
2 Adapt and apply interpersonal skills to work independently, collaboratively and efficiently in a simulated event team environment	Empowered Engaged	PC2 - Collaboration PC4 - Community Consciousness PC5 - Cultural Awareness PC6 - Career-ready
3 Apply discipline knowledge and skills in an event management context	Knowledgeable Empowered	PC3 - Creative and Critical Thinking PC6 - Career-ready
4 Apply critical and creative thinking to develop and evaluate appropriate solutions in an event management context	Creative and critical thinker Engaged	PC3 - Creative and Critical Thinking PC6 - Career-ready

## 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. Pre-requisites

TSM102

### 5.2. Co-requisites

TSM315

5.3. Anti-requisites

Not applicable

5.4. 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 Grading (GRD)

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

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Professional	Individual	25%	10-minute digital presentation	Week 5	Online Assignment Submission with plagiarism check
All	2	Case Study	Individual	25%	1,000 words	Week 10	Online Assignment Submission with plagiarism check
All	3a	Plan	Group	40%	2000 words	Week 13	Online Assignment Submission with plagiarism check
All	3b	Report	Individual	10%	400 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Event Concept Plan

<b>GOAL:</b>	To encourage creativity in the design of a realistic event concept.	
<b>PRODUCT:</b>	Artefact - Professional	
<b>FORMAT:</b>	An individual assessment task comprising a 10 minutes maximum presentation outlining the plan via a digital format, e.g. video or narrated PowerPoint presentation	
<b>CRITERIA:</b>	<b>No.</b>	<b>Learning Outcome assessed</b>
	1	Communication of professional response to an event concept submission brief
	2	Appropriate choice and effective use of digital tools/channels
	3	Application of discipline knowledge
	4	Application of radical (breakthrough) creativity to develop innovative solutions to business problems.

### All - Assessment Task 2: Real Event Observation and Evaluation

<b>GOAL:</b>	To conduct a critical analysis of a real-world event situation and offer theoretically sound recommendations and solutions.		
<b>PRODUCT:</b>	Case Study		
<b>FORMAT:</b>	Reflective essay based on an event the student has attended		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Identification and critical analysis of pertinent issues in an event management context	3 4
	2	Application of discipline knowledge	3
	3	Utilise creativity to develop innovative solutions to event management problems	4
	4	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling and Harvard referencing style	1

### All - 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 written event management plan Further details are provided in the assessment area in Blackboard		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Application of academic and industry knowledge	2 3 4
	2	Application of creative and critical thinking to develop appropriate solutions in an event management context.	3 4
	3	Referencing of sources using Harvard referencing style	1

### All - 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>	Report		
<b>FORMAT:</b>	An individual submission inclusive of a peer assessment questionnaire and written report. Further details are provided in the assessment area in Blackboard.		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Application of interpersonal skills to work effectively within a simulated event management team scenario	2
	2	Application of self-reflection for personal development	2
	3	Written communication skills	1

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

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

Please note: 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. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Lynn Van der Wagen, Lauren White	2018	Event Management: For Tourism, Cultural, Business and Sporting Events	Cengage AU

### 8.2. Specific requirements

Not applicable

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

Health and safety risks for this course have been assessed as low. It is your responsibility 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 and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training 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

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

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may 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 to negotiate an outcome.

#### 10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or 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 provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

#### 10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

#### 10.7. 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>

#### 10.8. General Enquiries

##### In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **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)