

Bachelor of Business (Event Management) (Top-Up)

La Trobe University, Australia

Brief Module Outlines

Sustainability

This subject introduces you to the concept of sustainability, and a systems approach to understanding the complex interactions between the environmental, economic and social dimensions of sustainability. The subject attracts students from a range of fields, bringing a multidisciplinary team perspective to the researching, analysis and problem-solving aspects of creating positive change for sustainability. In teams, you are required to critique, design and present an action plan aimed at resolving a sustainability issue that has impacts now and for future generations. This subject provides you with the opportunity to enhance, demonstrate and document work-ready skills appropriate to your chosen career path.

Volunteer Management

In this subject, you will explore the theory and practice of managing volunteer labour in the community sector. You will learn about the nature and scope of volunteering, the theory and practice of recruiting and the challenges of managing and developing volunteers in a range of sport and other contexts. You will examine specific issues related to the management of volunteers in specialised roles (officials, coaches, administrators and event volunteers) and specific legal issues relevant to volunteers.

Consumer Behaviour

This course provides students with useable, individual, consumer and managerial understanding of consumer behaviour principles. It directly applies concepts, principles, and theories from the various social sciences such as psychology, economics, sociology, cultural anthropology that influence the consumer's decision-making process. The understandings available from the subject empower consumers, marketers, and managers to apply consumer behaviour principles to respectively monitor their own consumption decisions, stimulate consumption, or manage marketing systems.

Introduction to Event Management

This subject aims to provide an introduction to the event experience. It will introduce both strategic and operational perspectives. Topics include: introduction to events; strategic management; meanings (inclusive of commemorative events); tourism and events; logistics; project management; HRM and volunteers; community events; business events, and developing sustainable events.

Hallmark Events

This subject investigates and analyses the relationship between events and tourism. Student will learn how and why destinations develop or utilise events with the objective of increasing tourism. There will be a particular focus on Mega and Hallmark Events. Students will explore the issues of using events for the long-term development of destination imaging, events/tourism precincts, events legacy, and events portfolios. Students will also learn about strategic decision-making processes, the development of

an events portfolio or program, economic impact statements for events, long-term developments for destination imaging, and the legacy of events/tourism precincts.

Business Events

Business events are staged to achieve commercial objectives, including increasing sales, opening up new markets, facilitating innovation and knowledge transfer, and developing networks. They include conferences, exhibitions, trade fairs, business meetings and product launches. Even in a world of virtual and hybrid events the opportunity to have face-to-face business meetings between colleagues, company employees and their potential or actual clients remains strong. The business events sector is closely associated with hotels, resorts, convention and exhibition centres that are important elements in the tourism and hospitality industries. This subject explores the business events sector and considers the keys success factors in developing, planning and operating successful business events while considering the main trends shaping the ways in which such events are designed and operated.

Tourism, Hospitality and Event Futures

This cutting edge subject challenges students by anticipating the future of the tourism, hospitality and events sector. By the end of this subject you will be expected to understand the range of factors likely to be influential in the future of this industry. Such factors include the demographic, political, economic and technological changes which will influence the nature, trends and participation in tourism, hospitality and events. These factors are important to be recognised to ensure the long-term sustainability of tourism in different countries and destinations.

Sustainable Community Events

In this advanced subject you will build on the knowledge you have gained from previous studies in your degree. The subject provides an understanding of the role and process of developing a strategic plan for staging community events. It explores the importance of a triple bottom line approach and the need for event managers to draw on relevant and topical frameworks, theories and issues in the planning and event design process. You will apply the previous knowledge you have acquired to develop your strategic plan and will also produce a media release to promote your event. You will have the opportunity of developing an event.

Destination Marketing and Management

In this subject you will examine the management and marketing of tourism destinations at supra-national, national, state, regional and local/city levels. You will cover a variety of topics such as the economics of tourism destinations; tourism demand; destination choice behaviour; destination competitiveness; the role of Destination Marketing Organisations (DMOs); and the role of partnerships and alliances to promote the destination; destination image, branding and marketing; sustainable tourism destination development; and strategic planning. You will learn about the important link between destination marketing and strategic planning for development.

Tourism and Hospitality Simulation

This capstone subject explores the real-time working of a hotel through the use of a computer-based simulation called HOTS. Based in teams, you will be able to use the HOTS software to simulate all business decisions of a hotel over a five-year period. You are required to apply your knowledge of service operations, finance and marketing principles through SWOT analysis, cash flow statements and other appropriate methods

of interpreting data. The HOTS program simulates real decision-making and will prepare you for working in teams and making managerial decisions for hotels.

Hospitality Management

The hospitality sector complements the tourism and the event sectors and differentiates itself by highlighting food and beverage and accommodation options. This subject examines the management of the hospitality sector including food and beverage outlets, types of accommodations and trends in service delivery. Sustainability and ethical concerns in hospitality management are further explored in a constantly changing environment due to emerging issues, changing business models, innovations and technological advancements.

Social Media and Relationship Marketing

Social media and relationship marketing is one of the most important areas in marketing today. This subject covers the evolution of communication in a new landscape where traditional and digital media coexist. With an increasing amount of marketing budgets going towards social and unpaid promotion, marketers now face significant challenges in achieving strategic outcomes. You will explore the interaction between traditional and social media, the use of social media platforms (including YouTube, Facebook, Twitter, LinkedIn, Google Plus+, etc.), consumer behaviour in social media, the role of social media in integrated marketing communication campaigns, the metrics and analytics associated with such digital campaigns and the application of Big Data in digital marketing.