UNIT OUTLINE
Read this document to learn essential details about your unit. It will also help you to get started with your studies.

BMA236
Festivals and Events Management

Semester 2, 2017

THIS UNIT IS BEING OFFERED IN:

HOBART

Taught by:

Oskaras Vorobjovas-Pinta
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## Contact Details

**Unit Coordinator:** Oskaras Vorovjovas-Pinta  
Campus: Sandy Bay  
Room: 414, Centenary Building  
Email: Oskaras.Pinta@utas.edu.au  
Phone: 03 6226 5578  
Consultation: By appointment. Please email for consultation.
Unit Description

Festivals and events play a major role in our society by uniting people and stimulating visitation to tourism destinations. The skills needed to manage successful events are wide reaching, as they involve: consideration of the broader environment within which special events and festivals are located; marketing and coordination skills; and understanding of the events’ relationships with the destination and the broader tourism industry; and consideration of the events’ direct and indirect economic, social and cultural impacts.

This unit aims to equip students with both knowledge about events management and how events relate to industries including, but not limited to, tourism and leisure. The unit will include local, national and global dimensions of the events sector, and help students comprehend the scale and impact of events and the organisations that manage them.

Prior Knowledge &/or Skills OR Pre-Requisite Unit(s)

Any four introductory (100 level) units from any area.

Enrolment in the Unit

Unless there are exceptional circumstances, you should not enrol in this unit after the end of week two of semester, as the Tasmanian School of Business and Economics (TSBE) cannot guarantee that:

- any extra assistance will be provided by the teaching team in respect of work covered in the period prior to enrolment; and
- penalties will not be applied for late submission of any piece or pieces of assessment that were due during this period.

When does the unit commence?

The unit’s teaching schedule commences in the week beginning 17 July 2017.

University of Tasmania Graduate Quality Statement

The units in your course, including this unit, have been designed to cumulatively develop the graduate qualities outlined in the University’s Graduate Quality Statement:

*The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.*
Tasmanian School of Business and Economics Vision and Mission

Vision

To advance the well-being, economic and social development of the people of Tasmania and our communities.

Mission

To advance research and learning in business and economics to the benefit of all our constituents leveraging the strengths of the University and the State of Tasmania.

We will achieve our mission by creating collaborative, innovative research, teaching and engagement programs that foster sustainable economic and social impact within Tasmania and provide a model for business schools throughout the region and world. Leveraging the strengths of our unique socio-ecological location in Tasmania and our strong interdisciplinary connections across the university, we will focus on three general domains: Person in Context (e.g. health, well-being and lifestyle in organizations and communities), Collaborative Entrepreneurship and Innovation, and Sustainability in Business and Community. Our approach to inter-disciplinary business education will provide a globally-recognised model that characterises many of the world’s leading business schools.

For further details on the Vision and Mission Statement of the Tasmanian School of Business and Economics please refer to our Strategic Goals.

Work, Health and Safety (WH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit, you should refer to the University’s policy at: www.utas.edu.au/work-health-safety.
## Intended Learning Outcomes for BMA236

<table>
<thead>
<tr>
<th>INTENDED LEARNING OUTCOMES</th>
<th>Related Assessment Criteria or Module Level Learning Objectives</th>
<th>ASSESSMENT METHODS</th>
<th>COURSE LEVEL LEARNING OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learning Outcome 1</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge of the range, nature and process for hosting festivals, events, meetings and conventions.</td>
<td>Explain different types and purposes of events.</td>
<td>Existing Event Report Event Bid Presentation Event Bid Report</td>
<td>Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Quality Statement.</td>
</tr>
<tr>
<td></td>
<td>Compare and contrast the sectors that provide and manage events.</td>
<td>Existing Event Report</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Analyse specific issues involved in the management of events.</td>
<td>Media Release Reflective Piece Event Bid Presentation Event Bid Report</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Compile a bid for hosting an event.</td>
<td>Event Bid Presentation Event Bid Report</td>
<td></td>
</tr>
<tr>
<td><strong>Learning Outcome 2</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How events relate to tourism and leisure industries.</td>
<td>Discuss and explain the relationship between events and tourism and leisure.</td>
<td>Existing Event Report Event Bid Presentation Event Bid Report</td>
<td></td>
</tr>
<tr>
<td><strong>Learning Outcome 3</strong></td>
<td></td>
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<tr>
<td>The economic, social and environmental impacts of events both beneficial and detrimental.</td>
<td>Explain the importance of events on a local, regional, national and international scale.</td>
<td>Existing Event Report</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research and explain the impact of events on local communities and environments both positive and negative.</td>
<td>Existing Event Report Event Bid Presentation Event Bid Report</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Explain the need to manage impacts to optimise the positive and minimise the negative impacts.</td>
<td>Reflective Piece Media Release Event Bid Presentation Event Bid Report</td>
<td></td>
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</tbody>
</table>
Learning Expectations and Teaching Strategies/Approach

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

Learning Resources

Prescribed Text/Software

A prescribed text is a resource that you must have access to for the purposes of studying this unit.


BMA236 – Festivals and Events Management – has an additional reading list that is provided on MyLO under the weekly content sections. You will need to engage with this list regularly to complete background reading and complete assessment tasks.

Recommended Texts/Software

A recommended text is a resource that you can use to broaden your understanding of the topics covered in this unit. You may also find a recommended text helpful when conducting research for assignments.


**Other Recommended Resources/Software**

In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

*Event Management (formerly Festival Management and Event Tourism)*

*Conferences, Exhibitions, Incentives Asia Pacific*

*Micenet*

*Convention and Incentive Marketing*

*Journal of Convention & Event Tourism (electronic resource)*

*Journal of Policy Research in Tourism, Leisure and Events (electronic resource)*

*Annals of Leisure Research (electronic resource)*

*Annals of Tourism Research (electronic resource)*

*Current Issues in Tourism (electronic resource)*

*International Journal of Tourism Research (electronic resource)*

*Journal of Ecotourism (electronic resource)*

*Journal of Sustainable Tourism (electronic resource)*
Useful Websites

There are literally thousands of websites. Listed below are key sites for Events Management (with a focus on Australia), but there are many, many more!

When referencing websites it is ESSENTIAL that you provide the date on which you accessed the site, the exact web address for the information you are using, and names of any authors who might be mentioned.

- Crowd Safe: [www.crowdsafe.com](http://www.crowdsafe.com)
- Exhibition and Events Association of Australasia: [www.eea.org.au](http://www.eea.org.au)
- International Special Events Society Australasia: [www.ises.org.au](http://www.ises.org.au)
- Tourism Australia: [www.tourism.australia.com](http://www.tourism.australia.com)
- Events Tasmania: [www.events.tas.gov.au](http://www.events.tas.gov.au)
- World of Events: [www.worldofevents.net](http://www.worldofevents.net)
My Learning Online (MyLO)

Access to the MyLO online learning environment is required for this unit. The unit has its own MyLO site. To log into MyLO and access this unit, go to: http://www.utas.edu.au/mylo. To access the unit, select BMA236.


Technical requirements for MyLO

MyLO can be accessed via Library computers and in computer labs on campus. See: http://www.utas.edu.au/service-desk/helpsheet/computer-labs-facilities-and-locations

For further technical information and help, contact the UTAS Service Desk on 6226 1818 or at http://www.utas.edu.au/service-desk during business hours.

Learning to use MyLO

When you log into MyLO, you will see a unit called Getting Started with MyLO. Enter this unit to learn more about MyLO, and to practise using its features.

MyLO Expectations

1. You are expected to maintain the highest standards of conduct across all modes of communication with staff and other students. Penalties may be imposed if the Unit Coordinator believes that, in any instance or mode of communication, your language or content is inappropriate or offensive. MyLO is a public forum. Due levels of respect, professionalism and high ethical standards are expected of students at all times.

2. Submission of assessment tasks via MyLO presumes that students have read, understood and abide by the requirements relating to academic conduct, and in particular, those requirements relating to plagiarism. All work submitted electronically is presumed to be “signed-off” by the student submitting as their own work. Any breach of this requirement will lead to student misconduct processes.

3. MyLO is an Internet service for teaching and learning provided by the University. It is expected that you check your units in MyLO for updates at least once a day.
Using MyLO for BMA236

IMPORTANT! Before you are given access to your unit’s MyLO resources, you must complete the Student Agreement quiz. To complete the quiz:

1. Go to the unit’s MyLO site.

2. Select the Content button, then select the Begin Here module.

3. Read the information in Step 1: Important Student Information, and Step 2: Download and Read the Unit Outline.

4. Select Step 3: Complete the Student Agreement Quiz and then click Start Quiz!

5. Read the statements related to the Unit Outline, Plagiarism and Academic Integrity; select Yes to agree; and then submit the quiz. You should now be able to access all available unit content in MyLO in the Learning Hub module. You need to do this only once in each MyLO unit.
Other important resources on MyLO
You are expected to regularly check MyLO for any updates in relation to the unit. MyLO has been incorporated into the delivery of this unit to enhance your learning experience, by providing access to up-to-date course materials, and allowing for online discussion.

In addition to the lecture slides which are uploaded on MyLO on a weekly basis, other unit-related materials such as supplementary readings and assessment guides can also be accessed on MyLO.

You are also expected to engage in active discussion about issues related to the unit through the discussion forums and chat rooms that are available on MyLO: this is particularly helpful for distance students who may utilise the facilities available on MyLO to contact their fellow distance students and form groups to complete any group assessment tasks for this unit. In this regard, MyLO should be treated as the unit's critical platform for learning and communication.

Student Feedback via eVALUate

At the conclusion of this unit, you will be asked to provide online responses to a number of matters relating to the learning and teaching within the unit. You are asked to respond honestly to these questions, as all information received is used to enhance the delivery of future offerings.

Details of Teaching Arrangements

Blended Learning Mode

This unit will be taught in a flexible manner via a blended learning approach:

1. **Online Modules**: these will be uploaded onto MyLO on the Friday of **weeks 1, 3, 4, 5 and 7-11**;
2. **Workshop One**: At the end of Week 2 (**Friday 28 July**) there will be a **compulsory workshop** on the Sandy Bay Campus in room Hytten Hall 460 from 11am to 3pm.
3. **Workshop Two**: At the end of Week 6 (**Friday 25 August**) there will be a **compulsory workshop** on the Sandy Bay Campus in room Hytten Hall 460 from 9am to 2pm.
4. **Presentation Day**: At the end of Week 12 (**Friday 13 October**) groups will be presenting their event pitch on the Sandy Bay Campus in room Geography 227 from 9am to 2pm. This is a **compulsory workshop**.
5. **Pre-tasks**: The two workshops will require some pre-reading to be completed prior to attending.
Communication, Consultation and Appointments

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT
Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION
Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK
If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

A NOTE ABOUT EMAIL CORRESPONDENCE
You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond. Allow at least TWO (2) business days to reply. Staff are not required to respond to emails where students do not directly identify themselves, are threatening or offensive, or come from external (non-UTAS) email accounts.

When you write an email, you must include the following information. This helps teaching staff to determine who you are and which unit you are talking about.

- Family name
- Preferred name
- Student ID
- Unit code (BMA236)
- Questions
- If your question is about an assessment task, please include the assessment task number or name.
Assessment

How Your Final Result Is Determined

To be eligible to pass this unit you will need to attain an overall mark of 50% and satisfactorily pass each of the intended learning outcomes for the unit. Details of each assessment item are outlined below.

Assessment Schedule

<table>
<thead>
<tr>
<th>Assessment Items</th>
<th>Due Date</th>
<th>Value/Weighting</th>
<th>Link to Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Item 1 – Existing Event Research Report</td>
<td>Friday 11 August, 5pm via MyLO</td>
<td>20%</td>
<td>1, 2 &amp; 3</td>
</tr>
<tr>
<td>Assessment Item 2 – Reflective Piece – Personal Skills for Event Industry Success</td>
<td>Friday 1 September, 5pm via MyLO</td>
<td>20%</td>
<td>1 &amp; 3</td>
</tr>
<tr>
<td>Assessment Item 3 – Media Release</td>
<td>Friday 29 September, 5pm via MyLO</td>
<td>10%</td>
<td>1 &amp; 3</td>
</tr>
<tr>
<td>Assessment Item 4 – Group Presentation of Event Bid</td>
<td>Friday 13 October, in class</td>
<td>15%</td>
<td>1, 2 &amp; 3</td>
</tr>
<tr>
<td>Assessment Item 5 – Report on Event Summary &amp; Project Plan</td>
<td>Friday 20 October, 5pm via MyLO</td>
<td>35%</td>
<td>1, 2 &amp; 3</td>
</tr>
</tbody>
</table>

Assessment Item 1 – Existing Event Research Report

**Task Description:** Students are to choose a current local event, attracting over 250 people (including tourists), from one of the following categories:
1) Festival
2) Cultural Event
3) Sporting event

Students are required to create an overview report for this existing event and answer questions as presented in class and on MyLO. This task has been designed to enable you to have a deeper understanding of the events industry and the specific contextual nature of an Australian event.

Your report is to be submitted via the Assessment Item 1 dropbox on MyLO.

**Task Length:** 1500 words

**Assessment Criteria:** Further detail on this task and the assessment criteria will be available on MyLO and will be discussed in the Workshop in Week 2.

**Link to Unit’s Learning Outcomes:** Learning Outcomes 1, 2 & 3

**Due Date:** Friday 11 August, 5pm via MyLO

**Value:** 20%
Assessment Item 2 – Reflective Piece: Personal Skills for Event Industry Success

Task Description: The list below comprises the skills that professional event organisers consistently mention as important personal attributes for a successful career in the event industry.

1) Problem Solving Skills
2) Conflict Management Skills
3) Positive Communication Skills (Listening, Paraphrasing, Clarifying)
4) Time Management Skills
5) Ability to be Proactive and Self-Motivated

Students are required to choose THREE (3) of these five (5) skills and undertake the following:

1. Introduce key theoretical elements of how to use the skill successfully.
2. Briefly discuss your interpretation of why the personal skill relates to event industry success.
3. Reflect on your level of personal skill in this area and what changes you could make to improve your efficacy.

This task has been designed to enable you to have a deeper understanding of the personal skills required to work in the events industry.

Your reflective piece is to be submitted via the Assessment Item 2 dropbox on MyLO.

Task Length: 1250 words

Assessment Criteria: Further detail on this task and the assessment criteria will be available on MyLO and will be discussed in the Workshop in Week 2.

Link to Unit’s Learning Outcomes: Learning Outcomes 1 & 3

Due Date: Friday 1 September, 5pm via MyLO

Value: 20%

Assessment Item 3 – Media Release

Task Description: In the event industry, it is common for issues to arise that are beyond the control of the organisers. Some are forseen as potential issues while some are not. During Week 9, the lecturer will spontaneously announce that an ‘issue’ has arisen with your group event. You are to respond to this particular issue with a media release to address the situation that has arisen.

This task is not a group exercise. This task is to be conducted individually.
More information will be provided when the ‘issue’ is revealed.

Your media release is to be submitted via the Assessment Item 3 dropbox on MyLO.

**Task Length:** 300-400 words

**Assessment Criteria:** Further detail on this task and the assessment criteria are available on MyLO and will be discussed in the Workshop in Week 6.

**Link to Unit’s Learning Outcomes:** Learning Outcomes 1 & 3

**Due Date:** Friday 29 September, 5pm via MyLO

**Value:** 10%

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**Assessment Item 4 – Group Presentation – Event Bid**

**Task Description:** This task seeks to encourage your creativity in the conceptualisation and design of a new Tasmanian event. Additionally, it aims to help develop your ability to make the vision a reality through a collaborative group process for new event consideration.

Students will work in groups of four to five (depending on class size) to produce a hypothetical bid that conceptualises and details an event concept for Tasmania. The group bid will develop and present on the major stages involved in planning a new event. This incorporates conceptualisation, possible history, marketing, budgeting, event partners and staff, reporting and governance considerations.

The results will be presented in a PowerPoint presentation of 15 minutes maximum.

**Task Length:** 15 minutes maximum presentation length

**Assessment Criteria:** Further detail on this task and the assessment criteria are available on MyLO and will be discussed in the Workshop in Week 6.

**Link to Unit’s Learning Outcomes:** Learning Outcomes 1, 2 & 3

**Due Date:** Friday 13 October, in class from 9am to 2pm

**Value:** 15%
**Assessment Item 5 – Event Bid - Report**

**Task Description:** Following on from the previous assessment exercise, each group will submit their presentation in written format with evidence of the extra detail required to ensure a comprehensive bid document.

Your report is worth 35 marks in total. 20 of the marks assigned to this assessment will be a group mark and 15 will be assigned to your individual contributions.

Your group report is to be submitted via the assessment item 5 GROUP dropbox in MyLO that is assigned to your group. A copy of any electronic presentation materials utilised for the group presentation are to be appended to the report.

**Task Length:** Equivalent of 1,500 words per group member.

**Assessment Criteria:** Further detail on this task and the assessment criteria are available on MyLO and will be discussed in the Workshop in Week 6.

**Link to Unit’s Learning Outcomes:** Learning Outcomes 1, 2 & 3

**Due Date:** Friday 20 October, 5pm via MyLO

**Value:** 35% (20% for group component and 15% for individual component)
Submission of Assessment Items

Lodging Assessment Items

Assignments must be submitted electronically through the relevant assignment tab in MyLO. **You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.**

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Late Assessment and Extension Policy

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment
2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.
3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.
4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be **made in writing** to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.
5. Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.
6. Assessment items submitted more than five (5) days late will not be accepted.
7. Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Academic Referencing and Style Guide

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the **Harvard Referencing System Style Guide**, which can be accessed from the UTAS library: [http://utas.libguides.com/content.php?pid=27520&sid=199808](http://utas.libguides.com/content.php?pid=27520&sid=199808). The **Harvard style** is the appropriate referencing style for this unit and the guide provides information on presentation of
assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ *Writing Assignments: A Guide*, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

### Review of Assessment and Results

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed.

Review of Assessment consists of re-marking the final exam (where applicable), checking the addition of all marks, and a check to ensure that all marks have been included in the final result.

Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. If you have passed the unit you must pay a $50 fee.

Please read and follow the directions provided by the University at: http://www.utas.edu.au/__data/assets/pdf_file/0018/314622/Review-of-Assessment.pdf

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

### Further Support and Assistance

If you are experiencing difficulties with your studies or assessment items, have personal or life-planning issues, disability or illness that may affect your study, then you are advised to raise these with your lecturer or tutor in the first instance.

You are also encouraged to contact your Student Adviser who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring you to any relevant University-wide support services. Please refer to the Student Adviser listings at http://www.utas.edu.au/students/learning/advisers for your adviser’s contact details.

There is also a range of University-wide support services available to students, including Student Centre Administration, Careers and Employment, Disability Services, International and Migrant Support, and Student Learning and Academic Support. Please refer to the Current Students website (available from www.utas.edu.au/students) for further information.

If you wish to pursue any matters further then a Student Advocate may be able to assist. Information about the advocates can be accessed from http://www.utas.edu.au/students/learning/advisers. The University also has formal policies, and you can find out details about those from that link.
Academic Misconduct and Plagiarism

*Academic misconduct* includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

(a) seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or
(b) improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline. This can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see [http://www.utas.edu.au/university-council/university-governance/ordinances](http://www.utas.edu.au/university-council/university-governance/ordinances).

Plagiarism is a form of cheating. It is taking and using someone else’s thoughts, writings or inventions and representing them as your own, for example:

- using an author’s words without putting them in quotation marks and citing the source;
- using an author’s ideas without proper acknowledgment and citation; or
- copying another student’s work.

It also means using one’s own work from previously submitted assessment items if repeating a unit.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at [http://www.utas.edu.au/curriculum-and-quality/academic-integrity-and-misconduct](http://www.utas.edu.au/curriculum-and-quality/academic-integrity-and-misconduct). The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course, or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see [http://www.utas.edu.au/students/learning/academic-integrity](http://www.utas.edu.au/students/learning/academic-integrity) or follow the link under ‘Policy, Procedures and Feedback’ on the Current Students homepage.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic/s and activities</th>
<th>Readings</th>
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</table>
| 1    | Friday, 21 July | **Online Module 1:** Introduction to Event Management  
Types of Events and Festivals                                                                                                                   | 1. Textbook – Chapter 1  
| 2    | Friday, 28 July | **Workshop 1:** The Impact of Events: Festivals as Tourism, Leisure and Community Building  
Introduction to Assessment Tasks  
| 4    | Friday, 11 August | **Online Module 3:** Project Management & Developing Event Concepts                                                                                   | 1. Textbook – Chapter 3  
2. Textbook – Chapter 4                                                                                                                                                                                                                                                                                                                                                      |
| 5    | Friday, 18 August | **Online Module 4:** Marketing & Social Media                                                              | 1. Textbook Chapter – 5  
<table>
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<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Notes</th>
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| 7    | Friday, 1 September | **Online Module 5:** Stakeholder Relationships and Sponsorship | 1. Textbook – Chapter 6  
Mid-Semester Break: Monday 4 – Friday 8 September 2017 (inclusive) |
| 8    | Friday, 15 September | **Online Module 6:** Organising and Conducting Events: Budgeting, Staffing, HR and Logistics | 1. Textbook – Chapter 7  
   2. Textbook – Chapter 9  
   3. Textbook – Chapter 10  
   4. Textbook – Chapter 11 |
| 9    | Friday, 22 September | **Online Module 7:** Sustainability | 1. Textbook – Chapter 2  
| 10   | Friday, 29 September | **Online Module 8:** Risk Management, OHS and the Regulatory Environment | 1. Textbook – Chapter 8  
   2. Textbook – Chapter 13  
   3. Textbook – Chapter 17 | Assessment 3: Media Release due on Friday, 29 September, 5pm via MyLO |
|   | Friday, 6 October | **Online Module 9: Project Monitoring, Completion and Review** | 1. Textbook – Chapter 14  
<table>
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<tbody>
<tr>
<td>12</td>
<td>Friday, 13 October</td>
<td><strong>Workshop 3: Event Bid Presentations</strong></td>
<td>No readings</td>
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<tr>
<td>13</td>
<td>Friday, 20 October</td>
<td><strong>No Class: Independent Group Work</strong></td>
<td>No readings</td>
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**Assessment 4:** Group Presentation of Event Bid & Feedback, in class

**Assessment 5:** Group Report & Project Plan due on Friday, 20 October, 5pm via MyLO
## Workshop Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Start of Week</th>
<th>Topic/s and activities</th>
<th>Readings</th>
</tr>
</thead>
</table>
| 2    | Friday, 28 July | **Workshop 1:** The Impact of Events: Festivals as Tourism, Leisure and Community Building  
            Introduction to Assessment Tasks  
| 6    | Friday, 25 August | **Workshop 2:**  
| 12   | Friday, 13 October | **Workshop 3:** Event Bid Presentations | No readings |