

## 1. 课程大纲 - 基本科目信息

<b>科目代码和名称（标题全称）：</b>		
会展服务		
<b>科目类型：</b>	<b>学分：</b>	
专业核心课	3 个学分	
<b>先决条件/附加先决条件：</b>	<b>科目级别：</b>	
无	200	
<b>科目工作量：</b>		
要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习和课后作业，以及以下概述的在线活动：		
<b>授课和考试总课时：</b>	<b>总测试学习时数：</b>	<b>个人学习总时数：</b>
32 课时 + 2 考试课时	78 小时	110 小时

## 2. 详细科目信息

<b>科目依据：</b>
<p>本学科研究展览在活动和商务旅游行业中的作用。它通过理论应用和实际生活场景的实际应用，探讨会展业这一充满活力的多元化行业的诸多益处和挑战。</p> <p>本课程旨在让你充分了解展览业和展览管理的主要方面，重点介绍展览发展的每一个步骤，包括展览管理视角、确定主要参与者、选择地点和场馆、会展和旅游局的作用以及营销和推广原则。</p>
<b>科目学习成果：</b>

顺利完成本学科课程后，学生将能够：

No	科目学习成果	评估该学习成果的评估任务
a)	了解展览业作为澳大利亚整体商务活动产品一部分的重要性及其对会展业/商务旅游业的贡献.	1, 2
b)	说明展览在销售和推广企业及产品方面的作用.	1, 2
c)	确定展览经理和团队在展览实施中的作用.	2
d)	研究规划和开发展览的步骤.	2
e)	展示规划和营销展览的原则，并将知识应用于展览业.	1, 2
f)	检查并了解展览的技术和后勤要求.	1, 2

#### 授课模式：

选择该科目所有适用的授课模式：

	授课类型
✓	讲座/辅导（校内）
✓	在线学习（网上校园）
	远程/独立学习（无时间限制）
	多种模式
	结合工作的学习活动
	集中授课
	其他 - 请在此注明：

#### 综合工作学习：

无

### 3. 评估信息

本学科的学习成果通过一系列评估任务进行评估，如下表所示.

No	评估任务	权重	应提交的评估报告	待评估的学科学习成果
1	助教布置的个人作业或作品集	40%	12	a, b, c, d
2	期末考试	60%	考试日期	a, b, c, d, e, f

### 4. 提交评估任务

大学或助教 (TA) 将通知您如何提交评估报告.

### 5. 迟交、要求延期或推迟评估

逾期提交评估任务将受到处罚.

如果您想申请延长提交评估的截止日期或申请延期评估，您需要与助教联系，他将向您介绍正确的程序.

## 6. 科目大标题

标题:
第 8 周 (ES 第 1 课) --会展业简介
第 9 周 (ES 讲座 2) --展览场地、平面图和展台选择 1
第 10 周 (ES 讲座 3) --展览场地、平面图和展台选择 2
第 11 周 (ES 讲座 4) --“为什么 ”和 “如何 ”参展
第 12 周 (ES 讲座 5) --展览管理--组织者的视角
第 13 周 (ES 第 6 课) - 营销活动
第 14 周 (ES 第 7 课) --技术工具
第 15 周 (ES 第 8 课) --展览管理评估

请注意, 这些主题经常会进行调整, 并可能发生变化, 因此要了解最新的每周主题.

### 学习资源

学习资源
<p><u>Recommended textbook, journal or other reading:</u></p> <p>Allen, J., O'Toole, W., McDonnell, I., &amp; Harris, R. (2010). <i>Festival and Special Event Management</i>. (5th ed.). Milton, QLD: Wiley &amp; Sons. ISBN: 9781742164618 Call Number: 394.26068 FES</p> <p>Fitz-roy, Gary (2016). <i>The Organiser: checklists and planning guides for easy and successful exhibiting</i>. Sydney NSW:Fitz-Roy Group Management . Call Number: 659.152 FIT</p> <p>Krugman C., Rudy C., &amp; Wright R. (2006). <i>Global Meetings and Exhibitions</i>. Hoboken, NJ: John Wiley &amp; Sons. ISBN: 9780471699408 Call Number: 658.456 KRU Also available as an Ebook (EBL). Login via MyAthens</p> <p>McCabe V.S., Poole B., Weeks P., &amp; Leiper N. (2000). <i>The Business and Management of Conventions</i>. Milton, QLD:John Wiley &amp; Sons. ISBN: 9780471341130 Call Number: 647.94068 B979</p> <p>Siskind B. (2005). <i>Powerful Exhibit Marketing</i>. Mississauga, Ontario: John Wiley and Sons. ISBN: 9780470834695 Call Number: 659.152 Si622</p>

**7. Additional resource requirements:**

**Additional facilities, equipment, software and other resources (if applicable):**

N/A

## 1. 基本科目信息

<b>科目代码和名称（标题全称）：</b>		
会展运作与物流		
<b>科目类型：</b>	<b>学分</b>	
专业核心课	3	
<b>先决条件/附加先决条件：</b>	<b>科目级别</b>	
无	100	
<b>科目工作量：</b>		
要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习、课后作业和在线活动，具体安排如下：		
<b>授课和考试总课时：</b>	<b>总测试学习时数：</b>	<b>个人学习总时数：</b>
33hours	77 hours	117 hours

## 2. 详细课程信息

**科目依据：**

本科目从规划和执行的角度详细研究活动运营的各个组成部分。活动经理在执行活动时，需要评估项目现场风险、财务、劳动力和运输管理因素，以及相关的物流和时间管理控制方法。本课程将介绍活动执行的各个环节，以及为支持举办安全、管理良好的活动所需的相关控制文件资源。随着越来越多的活动软件程序被用于举办活动，你将接受在模拟活动环境中使用**Events Pro**的培训。本科目将研究确保活动自始至终安全顺利进行所需的方法，以及成功举办活动所涉及的人为因素。未来的活动经理需要了解成功活动管理的所有技术和后勤特点。

本学科旨在为您提供必要的技能和经验，以规划和管理活动运营与物流。在这一目标中，理解活动管理原则和项目、现场、劳工、财务、风险、运输和时间管理等物流的重要性，是控制和预算活动物流各个方面所必需的。**Events Air**云计算部分提供了对**Events Air**的扎实介绍，**Events Air**是一个完全集成的活动项目软件程序。教程包括使用**Events Air Online**，以组织会议、大会和展览为基础的模拟项目。本科目将研究这些计算机程序如何协助跟踪与活动策划和实施相关的所有问题。

**学习成果:**

顺利完成本学科课程后，学生将能够:

No	科目学习成果	评估该学习成果的评估任务
a)	扎实理解活动经理使用的活动“后勤与分阶段”术语和定义。	1
b)	确定策划和举办活动的项目管理操作要素	1
c)	创建有效的控制文件和模板，用于策划和举办活动。	1
d)	根据不同的活动简介和场地考虑因素，确定与举办活动相关的风险，并完成风险评估。	1
e)	演示如何使用Events Air云软件创建和管理活动信息。	3, 3
f)	展示使用Events Air系统生成和打印报告及活动控制文件的能力。	2, 3

**授课模式:**

选择该科目所有适用的授课模式:

授课类型	
<input checked="" type="checkbox"/>	讲座/辅导（校内）
<input type="checkbox"/>	在线学习（网上校园）
<input type="checkbox"/>	远程/独立学习（无时间限制）
<input type="checkbox"/>	多种模式
<input type="checkbox"/>	结合工作的学习活动
<input type="checkbox"/>	集中授课

**综合工作学习:**

无

**3. 评估信息**

本学科的学习成果通过一系列评估任务进行评估，如下表所示。

No	评估任务	权重	应提交的评估报告	待评估的学科学习成果
1	会展后勤手册	60%	1 - 8	a, b, c, d
2	Events Air培训报告	15%	8 - 10	e, f
3	Events Air 认证考试	25%	11	e, f

**4. 提交评估任务**



# SUBJECT OUTLINE

大多数评估任务都是通过学习管理系统 Moodle 提交的。有关提交评估任务的更多说明，请参阅 Moodle 中有关学科评估提交要求的说明。

## 5. 科目标题

标题:
会展运作与物流介绍及项目管理
场地管理
运输管理
风险管理与现场考察
劳动力管理
财务管理
物流手册研讨会
Events Air 及会展计算机软件
Events Air 培训
Events Air 培训
Events Air 考试

请注意，这些主题经常会进行调整，并可能发生变化，因此要了解最新的每周主题。

## 6. 学习资源

学习资源
<p><b><u>Prescribed textbook, journal or other reading:</u></b></p> <p>Hudson, J (2013). <i>Events Pro Training Manual</i>. (Version 11.). Sydney: ICMS.</p> <p><b><u>Recommended textbook, journal or other reading:</u></b></p> <p>Allen, J., O'Toole, W., McDonnell, I., &amp; Harris, R. (2010). <i>Festival and Special Event Management</i>. (5th ed.). Milton, QLD: Wiley &amp; Sons.</p> <p>Shone, A &amp; Parry, B (2013). <i>Successful Event Management: A Practical Handbook</i>. (4th ed.). UK: Cengage.</p> <p>Tum, J., Norton, P., &amp; Wright, J. Nevan (2009). <i>Management of Event Operations</i>. (1st ed.). Oxford UK: Butterworth Heinemann.</p> <p>Van der Wagen, L., &amp; White, L. (2010). <i>Event Management for Tourism, Cultural, Business and Sporting Events</i>. (4th ed.). Frenchs Forest, N.S.W.: Pearson.</p>

# SUBJECT OUTLINE

## 8. 基本科目信息

科目代码和名称（标题全称）：		
领导力		
科目类型：	学分	
先决条件/附加先决条件：	科目等级	
None	200	
科目工作量：		
要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习、课后作业和在线活动，具体安排如下：		
授课和考试总课时：	总测试学习时数：	个人学习总时数：
64	32	96

## 9. 详细课程信息

### 课程描述:

本学科从现代领导力的基本概念和理论入手，包括各种模式、框架和实践。学生将探讨领导与管理之间的差异，以及它们在工作中的应用。学生个人将使用领导力工具，发现自己的领导风格、优势和未来改进方向。该课程涵盖的主要专题领域包括情商、领导理论、变革管理、动态领导、团体和团队效率、行动价值。

领导力课程的目的是探讨个人价值观和信念作为有效领导力基础的重要性，并在体验和真实环境中强调高效的团体动力和沟通的优势。该课程将以多种形式讲授：授课、课堂活动、自我反思和小组反思。

该课程还涉及以下方面的发展

- 人际交往和沟通技巧
- 批判性分析技能
- 反思性写作技能
- 人员管理技能

### 学习成果:

顺利完成本学科课程后，学生将能够:

No	科目学习成果	评估该学习成果的评估任务
a)	展示对各种领导风格、模式和实践的理解和区分。	1, 2, 3
b)	分析不同个体如何扮演领导角色。	1, 2, 3
c)	解释并反思领导力测试结果，研究自我领导力如何影响其他利益相关者。	1, 2, 3

# SUBJECT OUTLINE

## 10. 评估信息

本学科的学习成果通过一系列评估任务进行评估，如下表所示。

No	评估任务	权重	应提交的评估报告	待评估的学科学习成果
1	个人领导风格与实践反思报告	30%	5	a, b, c
2	小组展示（领导团队）	30%	9	a, b, c
3	期末笔试	40%	12	a, b, c

## 11. 科目标题

标题	周
学科介绍和领导力概述	1
情商	2
领导力理论与实践 1 & VIA 性格优势准备与指导	3
领导力理论与实践 2 和 VIA 性格优势结果解	4
领导力与变革管理	5
应用领导力：影响力、决策、创新	6
团队动力与发展	7
团队模拟与科目修订	8

请注意，这些主题经常会进行调整，并可能发生变化，因此要了解最新的每周主题。

# SUBJECT OUTLINE

## 12. 学习资源

### 学习资源

#### Prescribed textbook:

Kouzes, J. M., & Posner, B. Z. (2017). *The leadership challenge: How to make extraordinary things happen in organizations*. John Wiley & Sons, Incorporated.

<https://ebookcentral.proquest.com/lib/think/detail.action?docID=4836524>

#### Other recommended textbook:

Burns, J. M. (2012). *Leadership*. Open Road Media.

Drucker, P. F. (2020). *The Essential Drucker*. Routledge.

#### Journal:

School of International Business and Entrepreneurship. (2019). *Leadership, education, personality: an interdisciplinary journal*.

<https://link.springer.com/journal/volumesAndIssues/42681>.

ISSN 2524-6178

Regent University. School of Global Leadership & Entrepreneurship. (2005).

*International journal of leadership studies*.

<http://www.regent.edu/acad/global/publications/journals.cfm>

ISSN: 1554-3145

Weekly extra readings will be introduced in weekly Tutorials

# SUBJECT OUTLINE

## 13. 基本科目信息

科目代码和名称（标题全称）：		
人力资源概论		
科目类型：	学分	
先决条件/附加先决条件：	科目等级	
无	100	
科目工作量：		
要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习和课后作业，以及以下概述的在线活动：		
授课和考试总课时：	总测试学习时数：	个人学习总时数：
64	32	96

## 14. 详细课程信息

### 课程依据:

本科目介绍人力资源管理（HRM）。该科目强调人力资源管理实践，并利用案例研究和相关研究来说明这些实践；它旨在帮助您探索组织管理人力资源的方式。人员管理方式对于任何组织的可持续性都至关重要。组织的可持续性不仅取决于财务结果，还取决于福利、客户满意度和社会环境责任。本课程将挑战您的分析思维，并解释如何在组织环境中应用人力资源概念。该课程依靠反思和高阶思维技能，使您在处理人力资源管理事务时更加自信。

本学科旨在为您提供有关人力资源管理实践的基础知识，如战略及其与人员管理和流程的关系。

您还将掌握以下技能：

- 沟通技能
- 批判性分析技能
- 创造性思维能力
- 报告撰写技能

### 学习成果:

顺利完成本学科课程后，学生将能够：

No	科目学习成果	评估该学习成果的评估任务
a)	了解当代人力资源管理（HRM）理论和概念，并将其应用于现代工作场所。	1, 2, 3
b)	定义人力资源管理的作用和目标及其与组织目标和成功的联系。	1, 3
c)	确定员工生命周期的各个阶段，以及这些阶段如何帮助组织获得竞争优势。	2, 3
d)	描述人力资源经理在制定政策和程序时面临的道德和管理挑战	1, 2, 3

# SUBJECT OUTLINE

## 15. 评估信息

本学科的学习成果通过一系列评估任务进行评估，如下表所示。

No	评估任务	权重	应提交的评估报告	待评估的学科学习成果
1	设计海报和概况介绍	30%	5?	a, b, d
2	个人报告	30%	9?	a, c, d
3	期末考试	40%	12?	a, b, c, d

## 16. 科目标题

标题:	Week
人力资源管理的简介和演变	1
战略性人力资源管理 (SHRM)	2
人力资源规划	2
职位设计与招聘	3
候选人甄选	4
员工服务、入职指导和入职培训	5
人才保留与发展	6
绩效管理	6
激励与奖励	7
工作健康与安全 (WHS)	7
工作场所道德与冲突	8
人力资源的未来	8

请注意，这些主题经常会进行调整，并可能发生变化，因此要了解最新的每周主题。



## 17. 学习资源

### 学习资源

#### Prescribed textbook:

Nankervis, A. R. (2016). *Human resource management: strategy and practice*. (9th ed.). South Melbourne, Victoria: Cengage.

#### Recommended textbook, journals or other readings:

Arthur, D (2015). *Fundamentals of Human Resources Management: A Practical Guide for Today's HR Professional*. AMA Self-Study.

Dessler, G (2016). *Human Resource Management, global edition*. (15th ed.). USA: Pearson Higher Ed.

Werner, J. M. & DeSimone, R. L. (2013), *Human Resource Development*. (6th ed.). South-Western, Cengage Learning.

#### Journal:

*Human Resource Management Journal*. 2015 – 2022

Wiley-Blackwell Oxford.

ISSN 0954-5395

*Journal of Chinese Human Resources Management*. 2015-2019

Emerald Group Publishing Limited

ISSN: 2040-8005

Weekly extra readings will be introduced in weekly Tutorials

# SUBJECT OUTLINE

## 18. 课程大纲 - 基本科目信息

科目代码和名称（标题全称）：

商业经济学

科目工作量：

要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习和课后作业，以及以下概述的在线活动：

授课和考试总课时：	总测试学习时数：	个人学习总时数：
33 学时	77 学时	110 学时

## 19. 详细科目信息

科目依据：

经济学是任何金融、商业或企业相关研究的基础学科。所有企业都在经济环境以及经济、社会、法律和政治框架内运作。了解商业环境和框架对于制定合理的商业战略决策至关重要。本科目介绍经济学的核心概念和框架，学生在分析关键和经验性政策问题之前必须了解这些概念和框架。

本科目旨在培养学生掌握必要的基础技能，以了解所有实体所处的微观和宏观经济环境。

科目学习成果：

顺利完成本学科课程后，学生将能够：

No	科目学习成果	评估该学习成果的评估任务
a)	了解经济学研究在复杂多变的商业环境中的相关性和重要性，了解宏观经济学和微观经济学之间的区别。	1, 2, 3, 4, 5
b)	展示对基本经济概念的理解，并将其应用于个人、企业和政府所面临的现实问题。	1, 2, 3, 4, 5
c)	展示合作评估涉及微观和宏观经济问题的案例研究文章的能力。	3
d)	绘制图表，解释经济概念和原理如何在实践中发挥作用。	2, 3, 4, 5
e)	展示对如何衡量经济规模、通货膨胀和失业率的理解。	3, 4, 5

授课模式：

# SUBJECT OUTLINE

选择该科目所有适用的授课模式:

	授课类型
✓	讲座/辅导（校内）
	在线学习（网上校园）
	远程/独立学习（无时间限制）
	多种模式

## 20. 评估信息

本学科的学习成果通过一系列评估任务进行评估，如下表所示

No	评估任务	权重	应提交的评估报告	待评估的学科学习成果
1	小测	10%	4	a, b
2	期中考试	20%	7	a, b, d
3	小组展示	20%	10	a, b, c, d, e
4	同伴评价	10%	10	a, b, d, e
5	期末考试	40%	考试周	a, b, d, e

# SUBJECT OUTLINE

## 21. 科目大标题

<b>标题:</b>
什么是经济学?
需求与供给
市场均衡与市场失灵
弹性
市场结构 I
市场结构 II
宏观经济学: AD-AS、循环流动
经济计量
货币与金融体系
商业周期、通货膨胀和失业
国际经济学

## 22. 学习资源

<b>学习资源</b>
<u>Prescribed textbook, journal or other reading:</u>
 <u>Recommended textbook, journal or other reading:</u>
Gans, J., King, S., Stonecash, R. & Mankiw, N.G. (2017). <i>Principles of Economics</i> . (7th ed.). South Melbourne, Victoria: Cengage Australia
Gerber, J. (2017). <i>International Economics</i> . (7th ed Global ed.). USA: Pearson Higher Ed.
Keown, A (2016). <i>Foundations of Finance, Global Edition</i> . (9th ed.). USA: Pearson Higher Ed.
Layton, A., Robinson, T., & Tucker, I. B. (2016). <i>Economics for Today</i> . (5th Asia-Pacific ed.). Melbourne, Vic.: Cengage.
Stiglitz, J.E. (2015). <i>Principles of Economics</i> . (2nd ed.). Australia: Wiley.

# SUBJECT OUTLINE

## 23. 基本科目信息

<b>科目代码和名称（标题全称）：</b>		
市场营销原理		
<b>科目类型：</b>	<b>学分</b>	
专业核心课	3	
<b>先决条件/附加先决条件：</b>	<b>科目级别：</b>	
无	100	
<b>科目工作量：</b>		
要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习、课后作业和在线活动，具体安排如下：		
<b>授课和考试总课时：</b>	<b>总测试学习时数：</b>	<b>个人学习总时数：</b>
33 小时	77 小时	110 小时

## 24. 详细课程信息

<b>科目依据：</b>
<p>在平常的一天中，我们会遇到专业营销人员为我们带来的成百上千次营销活动，我们也是无数营销传播活动的目标。本科目将向学生介绍实用营销人员用来开发产品和成功营销活动的技术和概念。营销人员致力于实现交换，同时满足我们的需求和他们组织的需求。本学科将研究营销理论的演变及其所处的环境。该科目将仔细研究什么是市场，以及营销人员如何识别、细分市场和锁定目标市场。该科目将向学生介绍营销人员开发营销组合要素的方法。本科目将通过一系列精彩、竞争和互动的教程，使学生成为市场营销理论的实践者。</p> <p>本科目解释并展示市场营销的基本知识和概念，尤其关注服务行业的具体特点，如酒店业、旅游业、活动、体育和零售业。</p>
<b>科目学习成果：</b>

# SUBJECT OUTLINE

顺利完成本学科课程后，学生将能够：

No	科目学习成果	评估该学习成果的评估任务
a)	定义营销概念。	1,2,3,4
b)	识别外部环境和外部环境。	1,2,3
c)	描述细分市场	3,4
d)	确定目标市场	2,3,4
e)	识别消费者决策过程中的关键因素。	1
f)	区分市场营销组合的要素。	1,2,3,4

## 授课模式：

选择该科目所有适用的授课模式：

	授课类型
<input checked="" type="checkbox"/>	讲座/辅导（校内）
<input type="checkbox"/>	在线学习（网上校园）
<input type="checkbox"/>	混合式教学
<input type="checkbox"/>	集中授课
<input type="checkbox"/>	其他

## 综合工作学习：

N/A

## 25. 评估信息

本学科的学习成果通过一系列评估任务进行评估，如下表所示

No	评估任务	权重	应提交的评估报告	需评估的学科学习成果
1	线上小测	15%	5	a, b, e, f
2	产品报告（案例研究）	40%	7	a, b, d, f
3	场地实习	30%	11	a, b, c, d, f
4	线上小测	15%	12	a, c, d, f

## 4. 提交作业任务

大多数评估任务都是通过学习管理系统 Moodle 提交的。有关提交评估任务的更多说明，请参阅 Moodle 中有关学科评估提交要求的说明。

## 5. 科目大标题

主题
市场营销简介
市场营销环境
营销信息与研究
消费者购买行为
细分、目标营销和定位
产品、服务和品牌
营销组合：产品
营销组合：产品 促销
营销组合：定价 定价
营销组合：（地点）分销
推销演示

## 6. 学习资料:

学习资源:
<p><u>Prescribed textbook, journal or other reading:</u> Kotler, P. &amp; Armstrong G. M. (2016). <i>Principles of Marketing</i>. (16th global.). UK: Pearson.</p>
<p><u>Recommended textbook, journal or other reading:</u> Lamb, C., Hair, J., McDaniel, C., Summers, J., &amp; Gardiner, M. (2016). <i>MKTG3</i>. (3rd Asia-Pacific ed.). Melbourne VIC: Cengage.</p>
<p>Pride, W.M., Ferrell, O.C., Lukas, B., Shembri, S., &amp; Niininen, O. (2015). <i>Marketing principles: Second Asia-Pacific edition</i>. Cengage Learning, South Melbourne, VIC.</p>
<p>Armstrong, G. M., Adam, S., Kotler, P., Denize, S. (2014), <i>Principles of Marketing (6e)</i>, Pearson Australia</p>





# SUBJECT OUTLINE

## 1. 基本科目信息

科目代码和名称（标题全称）：		
统计学		
科目类型	学分	
专业核心课	3	
先决条件/附加先决条件：	课程等级	
无	100	
科目工作量：		
要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习、课后作业和在线活动，具体安排如下：		
授课和考试总课时：	个人学习课时：	课程总课时：
4	88	130

## 2. 详细课程信息

科目依据：

# SUBJECT OUTLINE

作为一名企业管理者，要想做出正确的决策，就必须对统计实践及其在商业环境中的应用有一个基本的了解。本课程广泛介绍了统计概念和数据分析技术。该课程旨在揭开统计学的神秘面纱，培训您在工作场所和日常生活中组织、分析和理解数据的能力。

在本科目中，我们将通过从当今商业环境中随时可用的丰富数据集中提取和总结信息，培养新的洞察力和理解力。这包括对统计数据和商业数据的解释，确定企业运营和环境的有用模型；以及作为管理者对定量信息和定量模型做出适当的反应，以做出更好的商业决策。

# SUBJECT OUTLINE

## 科目学习成果:

顺利完成本学科课程后，学生将能够:

No	科目学习成果	评估该学习成果的评估任务
a)	解读统计数据，做出更好的商业决策。	1, 2, 3, 4
b)	用图形和数字解释数据。	1, 3, 4
c)	收集具有代表性的人群样本。	3
d)	通过统计检验得出有关人群的结论。	2, 3, 4

## 授课模式

选择该科目所有适用的授课模式:

	授课类型
	讲座/辅导（校内）
✓	在线学习（网上校园）
	混合式教学
	集中授课
	其他

## 综合工作学习:

无

### 3. 评估信息

本学科的学习成果通过一系列评估任务进行评估，如下表所示

No	评估任务	权重	应提交的评估报告	需评估的学科学习成果
1	上课出勤情况	10%	每一节课	
2	在线测验 1	15%	第10周	a, b
3	小组视频演示（10 分钟）	25%	6月底	a, b, c, d
4	期末考试	50%	待定	a, b, d

# SUBJECT OUTLINE

## 4. 提交评估任务

大多数评估任务都是通过学习管理系统 Moodle 提交的。有关提交评估任务的更多说明，请参阅 Moodle 中的说明，了解有关学科评估提交要求的更多具体信息。

## 5. 迟交、要求延期或推迟评估

逾期提交评估任务会受到处罚。请参阅“学生中心”（Student Hub）中的“评估”部分，了解有关迟交处罚的更多信息。

如果你想申请延长提交评估的截止日期或申请延期评估，你需要满足资格要求。请参阅“学生中心”中的“评估”部分，了解有关迟交处罚、延期申请和延期评估的更多信息。

## 6. 课程标题

标题
导言和图形描述性统计
数字描述性统计
使用 Excel 和 Word 进行统计
卡方检验
正态分布和概率
抽样
假设检验 1（一个样本）
假设检验 2（两个样本）
置信区间
线性相关和回归
其他统计检验和问答

、请注意，这些主题经常会进行调整并可能发生变化，因此如需了解最新的每周主题和建议阅读资源，请参阅 Padlet。

## 7. 学习资源

学习资源
<p><u><i>Suggested textbook, journal or other reading:</i></u></p> <p><u>Textbooks:</u></p> <p>Anderson, D.R., Sweeney, D.J., Williams, T. A., Camm, J. D., and Cochran, J.J. (2017). <i>Essentials of statistics for business and economics</i> (8<sup>th</sup>ed.). New York, US: Cengage Learning.</p>

# Subject Outline

Barrow, M. (2017). *Statistics for economics, accounting and business studies* (7th ed.). Harlow, UK: Pearson.

McClave, J (2018). *Statistics for business and economics, global education* (13th ed.). New York, US: Pearson Higher Education.

Selvanathan, S (2016). *Business statistics - Abridged: Australia New Zealand* (7th ed.). Melbourne, Australia: Cengage Higher Education

Winston, W. (2019). *Microsoft Excel 2019 data analysis and business modelling* (6e). New York, US: Pearson Higher Education.

## Journals:

Academy of Management Journal

Academy of Management Review

Statistics Education Research Journal (B)

Harvard Business Review

International Economic Review

International Journal of Applied Economics and Finance

Journal of International Finance and Economics

International Business Review

## Websites:

Real statistics

<http://www.real-statistics.com/>

Khan Academy

<https://www.khanacademy.org/>

Datacam

<https://www.datacamp.com/>

Statista

<https://www.statista.com/>

Statistics

<https://www.statistics.com/>

# Subject Outline

## 26. 课程大纲 - 基本科目信息

科目代码和名称（标题全称）：

场馆及酒店运营

科目工作量：

要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习、课后作业和在线活动，具体安排如下：

授课和考试总课时：	总测试学习时数：	个人学习总时数：
33 小时	77 小时	110 小时

## 27. 详细科目信息

科目依据：

场地管理包括您在场地举办活动时，寻找、协商和管理场地工作人员所需的方法和技能。本科目要求您将自己置于活动经理的位置，面对与场地管理有关的一系列决策。与客户合作、制定场地简介、现场检查、员工管理和制定初步活动简介。该科目还从服务角度为活动管理专业的学生提供了对酒店业的深入了解。您将面临一系列与整体宴会运营的计划 and 准备任务相关的决策，包括婚礼协调；与供应商、客户简介、时间表和法律打交道，这不仅考验您的学科理论知识，还将提高您根据这些知识和各种特定情况做出明智、适当决策的能力。

本科目旨在为活动管理行业提供场地管理的基本介绍。它旨在向活动管理专业的学生传授在举办活动时如何与场地进行谈判和联络的技能。

## 28. 科目大标题

主题：

欢迎和介绍

场馆简介

平面布局

# Subject Outline

## 主题:

功能表汇编

准备和撰写场地简介

饮品服务

红酒入门

总结-场馆及酒店运营

## 29. 学习资料:

### 学习资源:

#### Recommended textbook, journal or other reading:

Allen J. (2003). *Event Planning Ethics and Etiquette*. Ontario: John Wiley.

Shone, A & Parry, B (2013). *Successful Event Management: A Practical Handbook*. (4th ed.). UK: Cengage.

Van der Wagen, L., & White, L. (2010). *Event Management for Tourism, Cultural, Business and Sporting Events*. (4th Ed.). Frenchs Forest, N.S.W.: Pearson.

# Subject Outline

科目代码和名称（标题全称）：

电子商务及新媒体营销

科目工作量：

要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习、课后作业和在线活动，具体安排如下：

授课和考试总课时：

67

## 1. 详细课程信息

科目依据：

随着我们与技术的关系发生变化，我们在网上花费的时间比以往任何时候都多，媒体成为最终的社交润滑剂，今天的营销管理就是要在全球多渠道环境中鼓励与消费者的对话以及消费者之间的参与。本课题的一个核心主题是，21世纪的营销让消费者成为参与者。社交媒体是电子商务网站和电子商务营销的有力工具。社交媒体不仅能将购物者引向新产品或诱人的交易，还能与他们互动，营造社区感，这对创建成功的品牌非常有用。电子商务营销人员可以利用社交媒体、数字内容、搜索引擎、电子邮件和移动营销活动来吸引访客并促进在线购买。因此，这需要对数字/社交营销和渠道在组合中的作用采取战略性方法，这种作用可以让消费者参与到品牌中来，为消费者提供非凡的互动体验，并推动他们与品牌以及关于品牌的对话。电子商务涵盖了组织内外大部分与数字相关的信息交流。

本学科将帮助学生了解当今营销人员的工作环境。作为未来的营销人员，学生将学习内容营销的作用、如何管理品牌的数字足迹以及如何在不断变化的社交媒体环境中开展业务。



# SUBJECT OUTLINE

授课模式: 在线学习 (网上校园)

1	期末考试	100%	待定
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## 标题

数字营销简介

社交媒体营销简介

社交媒体营销策划

确定目标受众

社交媒体参与规则

社交媒体平台和社交网站

微博

内容创建和共享: 博客、流媒体视频、播客和网络研讨会

视频营销

照片共享网站营销

讨论、新闻、社交书签和问答网站

内容营销: 发布文章、白皮书和电子书籍

社交网络上的移动营销 I

社交网络上的移动营销 II

零售

电子商务

数字营销计划 I

数字营销计划 II

数据驱动型广告

数字营销的未来

## 学习资源

### Prescribed textbook, journal or other reading:

Barker, M., Barker, D., Bormann, N., & Neher, K. (2016). *Social media marketing: A strategic approach*. (2<sup>nd</sup> ed.). Chatswood: Cengage.

### Recommended textbook, journal or other reading:

Heggde, G., & Shainesh, G. (Eds.). (2018). *Social Media Marketing: Emerging Concepts and Applications*. London: Springer.

Kurtz, D.L., & Boone L.E. (2014). *Contemporary marketing*. (16<sup>th</sup> ed.). Mason: Cengage.

Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. London: Sage.

Turban, E., Outland, J., King, D., Lee, J. K., Liang, T. P., & Turban, D. C. (2017). *Electronic commerce 2018: A managerial and social networks perspective*. London: Springer.

# SUBJECT OUTLINE

## 1. 基本科目信息

科目代码和名称（标题全称）：

服务管理与创新

科目类型：

学分

专业核心课

3

先决条件/附加先决条件：

科目级别：

无

200

科目工作量：

要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习、课后作业和在线活动，具体安排如下：

授课和考试总课时：	总测试学习时数：	个人学习总时数：
32 授课 + 2 考试	78	110

## 2. 详细课程信息

科目依据：

理论基础和有意义的实际应用结合在一起，以解决服务遭遇和关键时刻的问题，使本课程成为现实而有用的学习体验。本科目是为所有正在或将要在服务管理的不同环境中工作的人员设计的。客户是企业的基础，因此本科目采用服务管理方法，与客户建立良好的业务关系，并发展积极的服务文化。本课程从理论和实际应用两方面对提供优质服务所依据的假设、概念和原则进行研究。通过这种方式，您将对优质服务管理和所有服务行业的技术发展趋势充满信心，并获得充分的信息。

该课程的总体目标是向您提供与理解和应用优质服务管理理论和技能相关的基本信息和技能。特别是，该课程侧重于服务遭遇和满足客户需求的关键时刻。它还探讨了积极服务文化的概念。

# SUBJECT OUTLINE

## 科目学习成果:

顺利完成本学科课程后，学生将能够:

No	科目学习成果	评估该学习成果的评估任务
a)	研究客户服务的重要性	1, 2
b)	通过个人服务经历和相关理论分析服务质量	1
c)	运用评估服务机构服务质量所需的基本分析工具	2
d)	检查服务差距和组织文化，以实现内部和外部客户满意度	2
e)	介绍技术为提高服务机构的生产力和价值创造所提供的机会。	2

## 授课模式:

选择该科目所有适用的授课模式:

	授课类型
<input checked="" type="checkbox"/>	讲座/辅导（校内）
<input checked="" type="checkbox"/>	在线学习（网上校园）
<input type="checkbox"/>	其他

## 3 评估信息

本学科的学习成果通过一系列评估任务进行评估，如下表所示

No	评估任务	权重	应提交的评估报告	需评估的学科学习成果
1	助教布置的作业或作品集	40%	12	a, b, c, d
2	期末考试	60%	考试周	a, b, c, d, e

## 4. 提交作业任务

多数评估任务都是通过学习管理系统或根据所在大学的规定提交的。

# SUBJECT OUTLINE

## 6.课程标题

### 标题

第 8 周- 介绍与客户是谁?

第 9 周- 通过 RATER 衡量服务质量

第 10 周- 通过 SERVQUAL 衡量服务质量

第 11 周-客户服务恢复

第 12 周- 服务文化

第 13 周-服务领导力

第 14 周-员工参与

第 15 周-服务创新

## 7. 学习资源

Prescribed textbook, journal or other reading:

Recommended textbook, journal or other reading:

Fitzsimmons, J. A., Fitzsimmons, M. A., & Borduloi, S. (2014). *Service management: Operations, strategy, information technology*. (8th ed.). New York: McGraw-Hill.

Foster, S. T. (2013). *Managing Quality: Integrating the Supply Chain*. (5th ed.). Harlow, Essex: Pearson.

Hoffman, D. K. & Bateson, E.G. (2017). *Services Marketing: Concepts, Strategies, & Cases*. (5th ed.). USA: Cengage.

Williams, R. K (2014). *Managing in a Service-focused World: I, Team, Stewards and Marketplace*. Cambridgeshire, England: IT Governance Publishing.

# SUBJECT OUTLINE

## 30. 基本科目信息

<b>科目代码和名称（标题全称）：</b>		
国际会展		
<b>科目类型：</b>	<b>学分</b>	
专业核心课	4	
<b>先决条件/附加先决条件：</b>	<b>科目级别：</b>	
无	300	
<b>科目工作量：</b>		
要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习、课后作业和在线活动，具体安排如下：		
<b>授课和考试总课时：</b>	<b>总测试学习时数：</b>	<b>个人学习总时数：</b>
64	64	64

## 31. 详细课程信息

<b>科目依据：</b>
本学科将对国际活动进行研究，并探讨举办此类活动的各个方面。您将学习国际活动行业中的当代和商业问题，并将被鼓励采取战略性和商业性的活动管理方法。本学科研究如何利用国际活动来促进目的地旅游、政治亲善、社区服务、私营部门和特殊利益事业。您将了解大型活动是如何创建的，并了解确保活动成功的相关流程。
本学科的总体目标是让您了解与举办大型活动相关的问题和运营考虑因素，以及政府和私营部门参与此类活动的理由。
<b>科目学习成果：</b>

# SUBJECT OUTLINE

顺利完成本学科课程后，学生将能够：

No	科目学习成果	评估该学习成果的评估任务
a)	了解在规划大型活动时纳入经济、营销和社区影响的重要性。进行这些评估的理由。	1, 2, 3, 4
b)	解释如何发起、资助和规划一系列不同类型的活动，重点是所涉及的主要利益相关者和操作任务。	3, 4
c)	了解所有交流要求，确定需要考虑的适当媒体、营销和交流战略。	1, 2, 3, 4
d)	审查大型活动可行性的不同组成部分，包括任何潜在风险、财务和法律、市场营销、公共关系和品牌，以及不同的运营风险，包括健康和​​安全。	1, 2, 3, 4
e)	研究国际大型活动如何从经济、环境、营销和社区角度处理可持续发展问题。	1, 2, 3, 4
f)	描述/详细说明大型活动后可能进行的不同类型的评估，以及进行评估的理由。	1, 3, 4

## 授课模式：

选择该科目所有适用的授课模式：

授课类型	
<input checked="" type="checkbox"/>	讲座/辅导（校内）
<input type="checkbox"/>	在线学习（网上校园）
<input type="checkbox"/>	混合式教学
<input type="checkbox"/>	集中授课
<input type="checkbox"/>	其他
<input type="checkbox"/>	
<input type="checkbox"/>	

## 综合工作学习：

无

## 32. 评估信息

本学科的学习成果通过一系列评估任务进行评估，如下表所示

No	评估任务	权重	应提交的评估报告	需评估的学科学习成果
1	小测验（课堂）和关于国际展会重要性的短文	20%	Topic 5	a, c, d, e, f
2	个人作业	40%	Topic 7	a, c, d, e
3	个人报告：迪拜 2020	40%	Topic 8	a, b, c, d, e, f

## 33. 提交作业任务

评估任务提交给贵州商学院的学科协调员。有关提交评估任务的更多说明，请参阅学科评估提交要求说明。

## 34. 迟交、要求延期或推迟评审

如果您想申请延长提交评估的截止日期或申请延期评估，您需要满足资格要求。



# SUBJECT OUTLINE

## 课程标题

标题
专题 1: 课程介绍和评估概述
专题 2: 大型活动
专题 3: 战略与国际活动
专题 4: 国际活动的影响和遗产
专题 5: 可行性与发展
专题 6: 国际活动中的当代问题
专题 7: 可持续的活动与评估
专题 8: 国际活动的未来
回顾与总结

请注意，这些主题经常会进行调整并可能发生变化，因此如需了解最新的每周主题和建议阅读资源，请参阅 Padlet。

## 35. 学习资源

学习资源
<p><u>Recommended textbook, journal or other reading:</u></p> <p>Deng, Y., Poon, S., &amp; Chan, E (2016). <i>Planning mega-event built legacies –A case of Expo 2010</i>. (53,163-177.). Habitat International.</p> <p>Goldblatt, J. (2011). <i>Special events: a new generation and the next frontier</i>. (6th ed.). Hoboken, NJ: Wiley.</p> <p>Kaplanidou, K. (., Al Emadi, A., Sagas, M., Diop, A., &amp; Fritz, G (2016). <i>Business legacy planning for mega events: The case of the 2022 World Cup in Qatar..</i> (69, 4103 - 4111.). Journal Of Business Research.</p> <p>O'Toole, W. (2011), <i>Events Feasibility and Development: from strategy to operations</i>, Butterworth Heinemann. UK</p> <p>Parkes, O., Lettieri, P., &amp; Bogle, I. L. (2016). <i>Defining a quantitative framework for evaluation and optimisation of the environmental impacts of mega-event projects</i>. (167, 236-245.). Journal Of Environmental Management.</p>

## SUBJECT OUTLINE

QI, H., & CAI, L. (2014). *A Review of Social Impacts of Overseas Mega-events*. (29(5), 116-128..). Tourism Tribune.

Roche, M (2000). *Mega-events and modernity: Olympics and Expos in the growth of global culture*. London: Routledge.

Shone & Parry (2013) *Successful Event Management: A Practical Handbook*. (4th ED .). CENGAGE.

Terzi, M. C., Sakas, D. P., & Seimenis, I (2013). *International Events: The Impact of the Conference Location*. (73, 363-372.). Procedia -Social And Behavioral Sciences.

Yeoman, I, Robertson, M., Ali-Knight, J., Drummond, S., & Mahon-Beattie, U. (Eds.) (2004). *Festival and Events Management: An International Arts and Cultural Perspective...* Oxford: Butterworth-Heinemann

### 36. 所需额外资源：

额外的设施、设备、软件和其他资源（如适用）：

无

# SUBJECT OUTLINE

## 37. 课程大纲 - 基本科目信息

<b>科目代码和名称（标题全称）：</b>		
会计基础		
<b>科目类型：</b>	<b>学分：</b>	
专业核心课	3 个学分	
<b>先决条件/附加先决条件：</b>	<b>科目级别：</b>	
无	100	
<b>科目工作量：</b>		
要顺利完成本科目的学习，您应计划每周投入合理的学习时数，包括听课、课前预习、课后作业和在线活动，具体安排如下：		
<b>授课和考试总课时：</b>	<b>总测试学习时数：</b>	<b>个人学习总时数：</b>
33 小时	77 小时	110 小时

## 38. 详细科目信息

<b>科目依据：</b>
<p>本科目的教材是为那些将在复杂多样的商业环境中工作的人设计的。入门级的理论基础和对商业场景有意义的实际应用相结合，使本科目成为现实而有用的学习体验。通过本科目的学习，您可以检查和了解会计信息系统的基本框架，从而能够解释和使用这些信息来加强决策过程。该科目采用实用的方法，研究财务报表从原始数据中形成的方式，让您有机会熟悉会计流程以及最终财务报表所依据的假设、概念和原则。</p> <p>该科目旨在为您提供必要的信息和技能，帮助您了解和评估作为信息系统和流程的会计工作。该科目包括财务数据的处理、会计循环的完成以及根据试算表编制基本财务报告。这将使您能够在澳大利亚和国际复杂多样的商业环境中处理会计信息系统。此外，该科目还有助于培养您对企业面临的道德问题的认识，并了解会计运作的道德框架。</p>
<b>科目学习成果：</b>

# SUBJECT OUTLINE

顺利完成本学科课程后，学生将能够：

No	科目学习成果	评估该学习成果的评估任务
a)	说明会计的性质和目的.	1, 2, 3, 4
b)	按照传统会计方法编制财务报表.	1, 2, 3, 4
c)	识别与企业实体的经营、投资和融资决策相关的财务信息。	3, 4
d)	解释与决策相关的信息。	4

## 授课模式：

选择该科目所有适用的授课模式：

	授课类型
✓	讲座/辅导（校内）
✓	在线学习（网上校园）

## 综合工作学习：

N/A

## 39. 评估信息

本学科的学习成果通过一系列评估任务进行评估，如下表所示。

No	评估任务	权重	应提交的评估报告	需评估的学科学习成果
1	测验	10%	4	a, b
2	测验	10%	7	a, b
3	测验	10%	10	a, b
4	出席情况	10%	-	-
5	课堂参与和家庭作业	10%	-	-
4	期末考试	50%	考试周	a, b, c, d

## 40. 提交作业任务

大多数家庭作业都是通过在线学习管理系统“超级明星”提交的。有关提交家庭作业的更多说明，请参阅每周学习议程指南。

## 5. 科目大标题

# SUBJECT OUTLINE

## 主题:

财务会计

财务报表

记录会计事项

权责发生制会计和调整分录

会计周期

折旧率

现金和内部监控现金和内部监控

库存

现金流量表

财务报表分析

财务会计回顾

请注意，这些主题会经常调整并可能发生变化，因此要了解最新的每周主题和推荐的阅读资源，请参阅 Moodle 主题页面。

## 6. Learning resources:

### Learning resources:

#### Prescribed textbook, journal or other reading:

Tyler, J., Godwin, N. H., & Alderman, C.W (2016). ACCT2 Financial (2nd Asia-Pacific ed.). South Melbourne, Vic: Cengage.

#### Recommended textbook, journal or other reading:

Trotman, K., & Gibbons, M (2015). *Financial Accounting: An Integrated Approach*. (6th ed.). Melbourne VIC: Cengage.

# SUBJECT OUTLINE

## 1. General subject information

### Subject code and name (title in full):

**Legal Issues for Event Management**

### Subject workload:

To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:

Total timetabled lecture and exam hours:	Credit Points	Total personal study hours:
74 hours	4	110 hours

## 2. Detailed subject information

### Subject rationale:

Risk assessment and risk management require careful examination, as it is essential that laws and regulations impacting on event planning are clearly understood. With the increasing legal liability imposed upon individuals and businesses in the current commercial world, the event management student needs to be acquainted with the significance and impact of legal implications on the industry. This subject examines a wide range of Common Law, Legislation, Licenses, Permits and other legal requirements relevant to event management. Potential risks associated with events are identified and possible contingency plans explored. In lectures students will learn legal definitions, concepts and theories that are relevant to event planning and management. In tutorials, students will work through case studies and group activities with the lecturer.

The aim of this subject is to provide the student with basic knowledge of the relevant Law pertaining to the Event Management Industry. Students are introduced to Law that relates to the numerous areas of liability affecting the Event Management Industry.

# SUBJECT OUTLINE

## 3. Broad topics to be covered

<b>Topic:</b>
Introduction to legal issues for event managers
So You Think You Can Organise an Event?
General Legal Framework
WHS and Risk Management
Tort Law
Contract Law Issues for Events
Consumer Law
Legal Issues when planning an event
Dispute Resolution
Top 20 Take Aways on Legal Issues for Event Managers

# SUBJECT OUTLINE

## 1. General subject information

**Subject code and name (title in full):**

### **Introduction to the Event Management**

**Subject type:**

**Credit points:**

Core

3 credit points

**Pre-requisite/Co-requisite:**

**Subject level:**

None

100

**Subject workload:**

To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:

<b>Total timetabled lecture and exam hours:</b>	<b>Total assessment study hours:</b>	<b>Total personal study hours:</b>
33 hours	77 hours	110 hours

## 2. Detailed subject information

**Subject rationale:**

**The events sector around the world is rapidly developing and growing. Cities such as Dubai, Singapore, Moscow, Philadelphia, Shanghai and Sydney are using events as a tool of development.**

**The subject provides an introduction to this global events industry from the perspective of event management. The industry has developed in recent decades into a significant business sector and it is important to understand the different areas that make up the event industry sector and the many stakeholders involved. You will learn the importance of this sector in the economic and social development of communities.**

**The subject includes evaluation and feasibility studies, conceptualising and planning events, and communicating the event project plan to the stakeholders. Establishing the agreed goals and objectives for an event is vital and successful event management requires detailed pre-planning.**

**Identifying key strengths and weaknesses prior to committing to stage an event is crucial to the success of events. You will complete this subject being able to identify the key factors affecting success or failure.**



# SUBJECT OUTLINE

## Subject learning outcomes:

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Discuss the significance of the planning process in achieving desired event outcomes.	1, 2, 3
b)	Identify the main categories and types of events and identify key stakeholders of events and their objectives/reasons for involvement.	1, 2, 3
c)	Broadly describe the events industry in Australia and internationally, demonstrating the economic, social, political and environmental impacts event staging has on a community or economy.	1, 2, 3
d)	Describe the key industry bodies and associations both in Australia and internationally and demonstrate an understanding of the code of ethics for the event industry.	1, 2, 3
e)	Understand the need for and prepare evaluation methods required for different events and identify and allocate appropriate resources, prepare time lines for an event and a budget for an event.	1, 2, 3
f)	Outline the protocol and logistic requirements when VIPs/government officials attend an event.	1, 2, 3

## Delivery mode:

Select all applicable delivery mode for the subject:

Types of delivery	
<input checked="" type="checkbox"/>	Lecture/Tutorial (on campus)
<input type="checkbox"/>	E-learning (online campus)
<input type="checkbox"/>	Distance/independent learning (untimetabled)
<input type="checkbox"/>	Multi-modality (Mixed/Blended/Hybrid)
<input type="checkbox"/>	Work-integrated learning activity
<input type="checkbox"/>	Intensive delivery
<input type="checkbox"/>	Other – please specify here:

## Work Integrated Learning:

N/A

# SUBJECT OUTLINE

## 3. Assessment information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due	Subject learning outcomes to be assessed
1	Collaborative event planning task	25%	1 - 7	a, b, c, d, e, f
2	Subject Learning Portfolio	40%	1 - 9	a, b, c, d, e, f
3	Reflective Learning Journal	35%	1 - 11	a, b, c, d, e, f

## 4. Submitting your assessment tasks

Most assessment tasks are submitted using the Learning Management System, Moodle. For more instruction on submitting the assessment tasks, please refer to the instruction in Moodle for more specific information of the subject assessment submission requirements.

## 5. Late submission, requests for an extension or deferred assessment

If you would like to request for an extension to submission deadline of your assessment or would like to request for a deferred assessment, you need to meet the eligibility requirements.

## 6. Broad topics to be covered

### Topic:

Welcome and Introduction to Event

The Importance of the Events Industry

Event Conceptualisation

The impacts and Feasibility of events

The Strategic Event Planning Process (Concept and Planning)

The Strategic Event Planning Process (Identifying and Allocating Resources)

Pre-Empting Problems: Event Risk

Event Management On-Site

Staging and Protocol

# SUBJECT OUTLINE

Event Sponsorship and Marketing

Event Research and Event Sustainability

Please note that these topics are often refined and subject to change so for up to date weekly topics and suggested reading resources, please refer to the Moodle subject page.

## 7. Learning resources:

### Learning resources:

Recommended textbook, journal or other reading:

Allen J. (2003). *Event Planning Ethics and Etiquette*. Ontario: John Wiley.

Allen J., O'Toole W., Harris R. and McDonnell I. (2010) *Festival and Special Event Management*, (5th ed.): Milton: John Wiley.

McCabe, V., Pool, B., Weeks, P., & Leiper, N. (2000). *The Business and Management of Conventions*. Milton, QLD: John Wiley & Sons.

McDonnell, I., Allen, J. & O'Toole, W. (2010). *Festival and Special Event Management*. (5th ed.). Milton, QLD: John Wiley.

Richards, G. & Palmer, R. (2010). *Eventful Cities: Cultural management and urban revitalization*. Oxford: Butterworth-Heinemann.

Shone, A & Parry, B (2013). *Successful Event Management: A Practical Handbook*. (4th ed.). UK: Cengage.

Van der Wagen, L., & White, L. (2010). *Event Management for Tourism, Cultural, Business and Sporting Events*. (4th ed.). Frenchs Forest, N.S.W.: Pearson.

## 8. Additional resource requirements:

### Additional facilities, equipment, software and other resources (if applicable):

N/A

# SUBJECT OUTLINE

## 3. General subject information

### Subject code and name (title in full):

**Business Economics**

### Subject workload:

To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:

Total timetabled lecture and exam hours:	Total assessment study hours:	Total personal study hours:
33 hours	77 hours	110 hours

## 4. Detailed subject information

### Subject rationale:

Economics is the cornerstone subject in any financial, commerce or business-related study. All businesses operate within an economic environment and an economic, social, legal and political framework. Understanding the business environment and the framework is vital to sound strategic business decision making. This subject introduces the core concepts and framework of economics that must be understood before students can undertake an analysis of key and empirical policy issues.

The aim of this subject is to equip students with the foundation skills essential for understanding the micro and macroeconomic environment within which all entities operate.

### Subject learning outcomes:

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Understand the relevance and significance of the study of economics in a complex and dynamic business environment and understand the difference between macroeconomics and microeconomics.	1, 2, 3, 4, 5
b)	Demonstrate an understanding of fundamental economic concepts and apply it to real-world issues facing individual, business and government.	1, 2, 3, 4, 5
c)	Demonstrate the ability to work collaboratively to evaluate case study articles dealing with micro and macroeconomics issues.	3
d)	Construct graphs and diagrams to explain how the economic concepts and principles work in practice.	2, 3, 4, 5

# SUBJECT OUTLINE

e)	Demonstrate an understanding of how we measure the size of the economy, inflation and unemployment.	3, 4, 5
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## Delivery mode:

Select all applicable delivery mode for the subject:

Types of delivery	
<input checked="" type="checkbox"/>	Lecture/Tutorial (on campus)
<input type="checkbox"/>	E-learning (online campus)
<input type="checkbox"/>	Distance/independent learning (untimetabled)
<input type="checkbox"/>	Multi-modality (Mixed/Blended/Hybrid)

## 5. Assessment information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due	Subject learning outcomes to be assessed
1	Quiz	10%	4	a, b
2	Mid Term Exam	20%	7	a, b, d
3	Group Presentation	20%	10	a, b, c, d, e
4	Peer Evaluation	10%	10	a, b, d, e
5	Final Exam	40%	Exam Week/s	a, b, d, e

# SUBJECT OUTLINE

## 6. Broad topics to be covered

Topic:
What is Economics?
Demand and Supply
Market Equilibrium and Market Failure
Elasticity
Market Structure I
Market Structures II
Macroeconomics : AD-AS, Circular Flow
Measuring the Economy
Monetary and Financial System
Business Cycle, Inflation and Unemployment
International Economics

## 7. Learning resources:

Learning resources:
<u>Prescribed textbook, journal or other reading:</u>
<u>Recommended textbook, journal or other reading:</u>
Gans, J., King, S., Stonecash, R. & Mankiw, N.G. (2017). <i>Principles of Economics</i> . (7th ed.). South Melbourne, Victoria: Cengage Australia
Gerber, J. (2017). <i>International Economics</i> . (7th ed Global ed.). USA: Pearson Higher Ed.
Keown, A (2016). <i>Foundations of Finance, Global Edition</i> . (9th ed.). USA: Pearson Higher Ed.
Layton, A., Robinson, T., & Tucker, I. B. (2016). <i>Economics for Today</i> . (5th Asia-Pacific ed.). Melbourne, Vic.: Cengage.
Stiglitz, J.E. (2015). <i>Principles of Economics</i> . (2nd ed.). Australia: Wiley.

# SUBJECT OUTLINE

## 8. General subject information

<b>Subject code and name (title in full):</b>		
<b>Marketing of Management</b>		
<b>Subject type:</b>	<b>Credit points:</b>	
Core	3 credit points	
<b>Pre-requisite/Co-requisite:</b>	<b>Subject level:</b>	
None	100	
<b>Subject workload:</b>		
To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:		
<b>Total timetabled lecture and exam hours:</b>	<b>Total assessment study hours:</b>	<b>Total personal study hours:</b>
33 hours	77 hours	110 hours

## 9. Detailed subject information

<b>Subject rationale:</b>
<p>In the course of an ordinary day we encounter hundreds, even thousands of marketing efforts brought to us by professional marketers, and we are the targets of countless marketing communications campaigns. This subject will introduce the student to the techniques and the concepts that practicing marketers use to develop products and successful marketing campaigns. Marketers work to bring about exchanges that will simultaneously satisfy our needs and the needs of their organisations. The subject will examine the evolution of marketing theory and the environment in which it operates. The subject will look closely at what constitutes a market and how a marketer identifies, segments and targets markets. The subject will introduce the student to the ways in which marketers develop the elements of the marketing mix. This subject will enable students to become practitioners of marketing theory through a series of exciting, competitive and interactive tutorials.</p> <p>This subject explains and demonstrates the basic knowledge and concepts of marketing with particular attention paid to the specific characteristics of service industries such as the hospitality industry, tourism, events, sports and retail.</p>
<b>Subject learning outcomes:</b>

# SUBJECT OUTLINE

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Define the concept of marketing.	1,2,3,4
b)	Identify the external and external environments.	1,2,3
c)	Describe market segments.	3,4
d)	Identify target markets.	2,3,4
e)	Identify the key factors in the consumer decision-making process.	1
f)	Distinguish the elements of the marketing mix.	1,2,3,4

## Delivery mode:

Select all applicable delivery mode for the subject:

Types of delivery	
<input checked="" type="checkbox"/>	Lecture/Tutorial (on campus)
<input type="checkbox"/>	E-learning (online campus)
<input type="checkbox"/>	Multi-modality (Mixed/Blended/Hybrid)
<input type="checkbox"/>	Intensive delivery
<input type="checkbox"/>	Other – please specify here:

## Work Integrated Learning:

N/A

## 10. Assessment information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due	Subject learning outcomes to be assessed
1	Quiz 1 (online)	15%	5	a, b, e, f
2	Product Report (Case Study)	40%	7	a, b, d, f
3	The Pitch	30%	11	a, b, c, d, f
4	Quiz 2 (online)	15%	12	a, c, d, f



# Subject Outline

## 4. Submitting your assessment tasks

Most assessment tasks are submitted using the Learning Management System, Moodle. For more instruction on submitting the assessment tasks, please refer to the instruction in Moodle for more specific information of the subject assessment submission requirements.

## 5. Broad topics to be covered

Topic:
Introduction to Marketing
The Marketing Environment
Marketing Information and Research
Consumer Buying Behaviour
Segmentation, Target Marketing and Positioning
Products, Services and Brands
The Marketing Mix: Product
The Marketing Mix: Promotion
The Marketing Mix: Pricing
The Marketing Mix: (Place) Distribution
The Pitch Presentation

## 6. Learning resources:

Learning resources:
<p><u>Prescribed textbook, journal or other reading:</u> Kotler, P. &amp; Armstrong G. M. (2016). <i>Principles of Marketing</i>. (16th global.). UK: Pearson.</p>
<p><u>Recommended textbook, journal or other reading:</u> Lamb, C., Hair, J., McDaniel, C., Summers, J., &amp; Gardiner, M. (2016). <i>MKTG3</i>. (3rd Asia-Pacific ed.). Melbourne VIC: Cengage.</p>
<p>Pride, W.M., Ferrell, O.C., Lukas, B., Shembri, S., &amp; Niininen, O. (2015). <i>Marketing principles: Second Asia-Pacific edition</i>. Cengage Learning, South Melbourne, VIC.</p>
<p>Armstrong, G. M., Adam, S., Kotler, P., Denize, S. (2014), <i>Principles of Marketing (6e)</i>, Pearson Australia</p>

# Subject Outline

## 11. General subject information

**Subject code and name (title in full):**

**Venue and Hospitality Operations**

**Subject workload:**

To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:

<b>Total timetabled or WIL hours:</b>	<b>Total personal study hours:</b>	<b>Total subject workload hours:</b>
33hours	77hours	110 hours

## 12. Detailed subject information

**Subject rationale:**

Venue management includes the methods and skills you need to source, negotiate and manage venue personnel you will liaise with when staging an event at a venue. This subject requires you to place yourself in the position of the Event Manager, faced with making a range of decisions related to venue management. Working with clients, venue briefs, site inspections, staff management and creating an initial event brief. The subject also provides an insight into the hospitality sector from a service perspective for event management students. You will be faced with making a range of decisions related to the planning and preparation of tasks for overall banquet operations, including wedding co-ordination; dealing with suppliers, client briefs, timelines and the law, which not only tests your theoretical knowledge of the subject but also enhances your ability to make informed and appropriate decisions based on that knowledge and the given circumstances of a variety of situations.

The aim of this subject is to provide a basic introduction to venue management as it applies to the event management industry. It is designed to give event management students skills in how to negotiate and liaise with venues when staging an event.

# Subject Outline

## 13. Broad topics to be covered.

Topic:
Welcome and Introduction
Venue Briefs
Floor Plans
Menu Compilation
Preparing and writing a venue brief
Beverage Service
Intro to Wine
Wrap Up – Venue and Hospitality Operations

## 14. Learning resources:

Learning resources:
<u>Recommended textbook, journal or other reading:</u>
Allen J. (2003). <i>Event Planning Ethics and Etiquette</i> . Ontario: John Wiley.
Shone, A & Parry, B (2013). <i>Successful Event Management: A Practical Handbook</i> . (4th ed.). UK: Cengage.
Van der Wagen, L., & White, L. (2010). <i>Event Management for Tourism, Cultural, Business and Sporting Events</i> . (4th Ed.). Frenchs Forest, N.S.W.: Pearson.

# Subject Outline

## 15. Subject Outline - General subject information

<b>Subject code and name (title in full):</b>		
<b>Accounting Fundamentals</b>		
<b>Subject type:</b>	<b>Credit points:</b>	
Core	3 credit points	
<b>Pre-requisite/Co-requisite:</b>	<b>Subject level:</b>	
None	100	
<b>Subject workload:</b>		
To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:		
<b>Total timetabled lecture and exam hours:</b>	<b>Total assessment study hours:</b>	<b>Total personal study hours:</b>
33 hours	77 hours	110 hours

## 16. Detailed subject information

<b>Subject rationale:</b>
<p>The subject material has been designed for those who will be working in the complex and diverse business environment. The introductory theoretical base and meaningful practical applications to business scenarios combine to make this subject a realistic and useful learning experience. This subject allows you to examine and understand the basic framework of the accounting information system so that you can interpret and use this information to enhance the decision-making process. The subject uses a practical approach and examines the way financial statements are formed from source data giving you every opportunity to be familiar with the accounting processes and the assumptions, concepts and principles upon which the final financial statements are based.</p> <p>The aim of the subject is to provide you with the necessary information and skills relevant to understanding and evaluating accounting as an information system and process. The subject includes the processing of financial data, the completion of the accounting cycle and the preparation of basic financial reports from the trial balance. This should enable you to deal with accounting information systems in complex and diverse business environments in Australia and internationally. In addition, the subject helps you develop an awareness of the ethical issues facing business and understand the ethical framework in which accounting operates.</p>

# Subject Outline

## Subject learning outcomes:

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Explain the nature and purpose of accounting.	1, 2, 3, 4
b)	Prepare financial statements according to conventional methods of accounting.	1, 2, 3, 4
c)	Identify financial information relevant to the operating, investing and financing decisions of a business entity.	3, 4
d)	Explain information relevant to decision making.	4

## Delivery mode:

Select all applicable delivery mode for the subject:

Types of delivery	
<input checked="" type="checkbox"/>	Lecture/Tutorial (on campus)
<input checked="" type="checkbox"/>	E-learning (online campus)

## Work Integrated Learning:

N/A

## 17. Assessment information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due	Subject learning outcomes to be assessed
1	Quiz	10%	4	a, b
2	Quiz	10%	7	a, b
3	Quiz	10%	10	a, b
4	Attendance	10%	-	-
5	Class Participation & Homework	10%	-	-
4	Final Exam	50%	Exam Weeks	a, b, c, d

## 18. Submitting your Homework Tasks

Most homework tasks are submitted using the Online Learning Management System, Superstar. For more instruction on submitting the homework tasks, please refer to the guidelines for each week learning agenda.

# Subject Outline

## 5. Broad topics to be covered

Topic:
Financial Accounting
Financial Statements
Recording Accounting Transactions
Accrual accounting and adjusting entries
The Accounting Cycle
Depreciation
Cash and Internal Controls
Inventory
Cash Flow Statements
Financial Statement Analysis
Review of Financial Accounting

Please note that these topics are often refined and subject to change so for up to date weekly topics and suggested reading resources, please refer to the Moodle subject page.

## 6. Learning resources:

Learning resources:
<p><u>Prescribed textbook, journal or other reading:</u> Tyler, J., Godwin, N. H., &amp; Alderman, C.W (2016). ACCT2 Financial (2nd Asia-Pacific ed.). South Melbourne, Vic: Cengage.</p>
<p><u>Recommended textbook, journal or other reading:</u> Trotman, K., &amp; Gibbons, M (2015). <i>Financial Accounting: An Integrated Approach</i>. (6th ed.). Melbourne VIC: Cengage.</p>

# Subject Outline

## 19. General subject information

<b>Subject code and name (title in full):</b>		
<b>Exhibition Services</b>		
<b>Subject type:</b>	<b>Credit points:</b>	
Core	3 credit points	
<b>Pre-requisite/Co-requisite:</b>	<b>Subject level:</b>	
None	200	
<b>Subject workload:</b>		
To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:		
<b>Total timetabled lecture and exam hours:</b>	<b>Total assessment study hours:</b>	<b>Total personal study hours:</b>
32 class hours + 2 exam hours	78 hours	110 hours

## 20. Detailed subject information

<b>Subject rationale:</b>
<p>This subject examines the role of Exhibitions within the Event and Business Tourism Industries. It explores the many benefits and challenges of this dynamic and diverse sector of the event industry with the application of theory and practical application of real life scenarios.</p> <p>The aim of this subject is to provide you with a sound understanding of the key aspects of the exhibition industry and exhibition management, highlighting each step in the development of an exhibition including exhibition management perspectives; identifying key players; selecting locations and venues; the role of Convention and Visitors Bureaux and the marketing and promotion principles.</p>

# Subject Outline

## Subject learning outcomes:

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Understand the significance of the exhibition industry as part of the overall Australian business events product and its contribution to the MICE /business tourism industry.	1, 2
b)	Describe how effective exhibitions can be in terms of selling and promotion of businesses and products.	1, 2
c)	Define the role of the exhibition manager and teams in the implementation of exhibitions.	2
d)	Examine the steps involved in the planning and development of an exhibition.	2
e)	Demonstrate the principles of planning and marketing exhibitions and apply knowledge to the exhibition industry.	1,2
f)	Examine and understand the technologies and logistical requirements of an exhibition.	1, 2

## Delivery mode:

Select all applicable delivery mode for the subject:

Types of delivery	
<input checked="" type="checkbox"/>	Lecture/Tutorial (on campus)
<input checked="" type="checkbox"/>	E-learning (online campus)
<input type="checkbox"/>	Distance/independent learning (untimetabled)
<input type="checkbox"/>	Multi-modality (Mixed/Blended/Hybrid)
<input type="checkbox"/>	Work-integrated learning activity
<input type="checkbox"/>	Intensive delivery
<input type="checkbox"/>	Other – please specify here:

## Work Integrated Learning:

N/A



# Subject Outline

## 21. Assessment information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due	Subject learning outcomes to be assessed
1	Individual Assignment or Portfolio by TA	40%	12	a, b, c, d
2	Final Exam	60%	Exam Date	a, b, c, d, e, f

## 22. Submitting your assessment tasks

Your University or the Teaching Assistant (TA) will inform you as to how to submit your assessments.

## 23. Late submission, requests for an extension or deferred assessment

There are penalties for late submission of assessment tasks.

If you would like to request for an extension to submission deadline of your assessment or would like to request for a deferred assessment, you need to speak with your TA who will advise you of the correct procedures.

# Subject Outline

## 24. Broad topics to be covered

Topic:
Week 8 (ES Lecture 1) - Introduction to the Exhibition Industry
Week 9 (ES Lecture 2) - Exhibition Venues, Floor Plans and Stand Selection 1
Week 10 (ES Lecture 3) - Exhibition Venues, Floor Plans and Stand Selection 2
Week 11 (ES Lecture 4) – The ‘Why’ and ‘How’ of Exhibiting
Week 12 (ES Lecture 5) – Exhibition Management – Organiser’s Perspective
Week 13 (ES Lecture 6) – Marketing Activities
Week 14 (ES Lecture 7) – Tech Tools
Week 15 (ES Lecture 8) – Exhibition Management Evaluation

Please note that these topics are often refined and subject to change so for up to date weekly topics.

### Learning resources:

Learning resources:
<p><u>Recommended textbook, journal or other reading:</u></p> <p>Allen, J., O’Toole, W., McDonnell, I., &amp; Harris, R. (2010). <i>Festival and Special Event Management</i>. (5th ed.). Milton, QLD: Wiley &amp; Sons. ISBN: 9781742164618 Call Number: 394.26068 FES</p> <p>Fitz-roy, Gary (2016). <i>The Organiser: checklists and planning guides for easy and successful exhibiting</i>. Sydney NSW:Fitz-Roy Group Management . Call Number: 659.152 FIT</p> <p>Krugman C., Rudy C., &amp; Wright R. (2006). <i>Global Meetings and Exhibitions</i>. Hoboken, NJ: John Wiley &amp; Sons. ISBN: 9780471699408 Call Number: 658.456 KRU Also available as an Ebook (EBL). Login via MyAthens</p> <p>McCabe V.S., Poole B., Weeks P., &amp; Leiper N. (2000). <i>The Business and Management of Conventions</i>. Milton, QLD:John Wiley &amp; Sons. ISBN: 9780471341130 Call Number: 647.94068 B979</p> <p>Siskind B. (2005). <i>Powerful Exhibit Marketing</i>. Mississauga, Ontario: John Wiley and Sons. ISBN: 9780470834695 Call Number: 659.152 Si622</p>

## 25. Additional resource requirements:

# Subject Outline

**Additional facilities, equipment, software and other resources (if applicable):**

N/A

# Subject Outline

## 26. General subject information

<b>Subject code and name: International Events</b>		
<b>International Events</b>		
<b>Subject type:</b>	<b>Credit points:</b>	
Core	4 credit points	
<b>Pre-requisite/Co-requisite:</b>	<b>Subject level:</b>	
None	300	
<b>Subject workload:</b>		
To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:		
<b>Total timetabled lecture and exam hours:</b>	<b>Total assessment study hours:</b>	<b>Total personal study hours:</b>
64hours	hours	64 hours

## 27. Detailed subject information

<b>Subject rationale:</b>
<p>This subject will cover the study of international events and examine the various aspects that go into producing such events. You will study contemporary and commercial issues in the international events industry and will be encouraged to take a strategic and commercial approach to event management. This subject examines how international events are used to promote destination tourism, political goodwill, community services, private sector and special interest causes. You will learn how major events are created and have an understanding of the processes involved in ensuring they are successful.</p> <p>The overall aim of the subject is to provide you with an understanding of the issues and operational considerations associated with producing large scale events, and the rationale behind government and private sector involvement in such events.</p>

# Subject Outline

## Subject learning outcomes:

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Understand the importance of incorporating economic, marketing and community impacts when planning large scale events.	1, 2, 3, 4
b)	Explain how a range of different types of events are initiated, funded and planned focussing on the key stakeholders and operational tasks involved.	3, 4
c)	Understand all the communication requirements and identify appropriate media, marketing and communications strategies needed to be considered.	1, 2, 3, 4
d)	Examine the different components of a major event feasibility including any potential risks, financial and legal, marketing, public relations and brand, and the different operational risks, including health and safety.	1, 2, 3, 4
e)	Research how international and major events are dealing with the issue of sustainability from an economic, environmental, marketing and community point of view.	1, 2, 3, 4
f)	Describe / detail the different types of evaluation that may be undertaken following a major event and the rationale behind conducting them.	1, 3, 4

## Delivery mode:

Select all applicable delivery mode for the subject:

Types of delivery	
<input checked="" type="checkbox"/>	Lecture (on campus)
<input type="checkbox"/>	E-learning (online campus)
<input type="checkbox"/>	Distance/ independent learning (untimetabled)
<input type="checkbox"/>	Multi-modality (Mixed/Blended/Hybrid)
<input type="checkbox"/>	Work-integrated learning activity
<input type="checkbox"/>	Intensive delivery
<input type="checkbox"/>	Other – please specify here:

## Work Integrated Learning:

N/A

## 28. Assessment information

# Subject Outline

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due	Subject learning outcomes to be assessed
1	Quiz (in class) and short paragraph on the importance of international events	20%	Topic 5	a, c, d, e, f
2	Individual Assignment	40%	Topic 7	a, c, d, e
3	Individual Report Dubai 2020	40%	Topic 8	a, b, c, d, e, f

## 29. Submitting your assessment tasks

Assessment tasks are submitted to GZUC Subject Coordinators. For more instruction on submitting the assessment tasks, please refer to the instruction for more specific information of the subject assessment submission requirements.

## 30. Late submission, requests for an extension or deferred assessment

If you would like to request for an extension to submission deadline of your assessment or would like to request for a deferred assessment, you need to meet the eligibility requirements.

# Subject Outline

## Broad topics to be covered

Topic:
Topic 1: Introduction to the Course and Assessment Overview
Topic 2: Large Scale Events
Topic 3: Strategy & International Events
Topic 4: Impact & Legacy of International Events
Topic 5: Feasibility & Growth
Topic 6: Contemporary Issues in International Events
Topic 7: Sustainable Events and Assessment
Topic 8: Future of International Events
Recap & Conclusion

Please note that these topics are often refined and subject to change so for up to date weekly topics and suggested reading resources, please refer to the Padlet.

## 31. Learning resources:

### Learning resources:

Recommended textbook, journal or other reading:

Deng, Y., Poon, S., & Chan, E (2016). *Planning mega-event built legacies –A case of Expo 2010*. (53,163-177.). Habitat International.

Goldblatt, J. (2011). *Special events: a new generation and the next frontier*. (6th ed.). Hoboken, NJ: Wiley.

Kaplanidou, K. (., Al Emadi, A., Sagas, M., Diop, A., & Fritz, G (2016). *Business legacy planning for mega events: The case of the 2022 World Cup in Qatar..* (69, 4103 - 4111.). Journal Of Business Research.

O'Toole, W. (2011), *Events Feasibility and Development: from strategy to operations*, Butterworth Heinemann. UK

Parkes, O., Lettieri, P., & Bogle, I. L. (2016). *Defining a quantitative framework for evaluation and optimisation of the environmental impacts of mega-event projects*. (167, 236-245.). Journal Of Environmental Management.

QI, H., & CAI, L. (2014). *A Review of Social Impacts of Overseas Mega-events*. (29(5),

# Subject Outline

116-128..). Tourism Tribune.

Roche, M (2000). *Mega-events and modernity: Olympics and Expos in the growth of global culture*. London: Routledge.

Shone & Parry (2013) *Successful Event Management: A Practical Handbook*. (4th ED .). CENGAGE.

Terzi, M. C., Sakas, D. P., & Seimenis, I (2013). *International Events: The Impact of the Conference Location*. (73, 363-372.). *Procedia -Social And Behavioral Sciences*.

Yeoman, I, Robertson, M., Ali-Knight, J., Drummond, S., & Mahon-Beattie, U. (Eds.) (2004). *Festival and Events Management: An International Arts and Cultural Perspective...* Oxford: Butterworth-Heinemann

## 32. Additional resource requirements:

### **Additional facilities, equipment, software and other resources (if applicable):**

N/A



# Subject Outline

## 1. General subject information

**Subject code and name (title in full):**

**Service Management & Innovation**

**Subject type:**

Core

**Credit points:**

3 credit points

**Pre-requisite/Co-requisite:**

None

**Subject level:**

200

**Subject workload:**

To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:

<b>Total timetabled lecture and exam hours:</b>	<b>Total assessment study hours:</b>	<b>Total personal study hours:</b>
32 class + 2 exam hours	78 hours	110 hours

## 2. Detailed subject information

**Subject rationale:**

The theoretical base and meaningful practical applications to scenarios that address the service encounters and moments of truth combine to make this subject a realistic and useful learning experience. This subject has been designed for all those who are, or will be, working in the diverse environment of service management. The customer is the foundation of the business and consequently this subject takes a service management approach to establish an excellent business relationship with the customer and develop a positive service culture. The assumptions, concepts and principles upon which excellent services are given are examined from both a theoretical viewpoint and a practical application approach. In this way, you will be confident and well informed about quality service management and the technological trends that are happening in all service industries.

The overall aim of the subject is to provide you with the basic information and skills relevant to the understanding and application of quality service management theories and skills. In particular, it focuses on service encounters and moments of truth in satisfying customers' needs. It also explores the concepts of positive Service Culture.

**Subject learning outcomes:**

# Subject Outline

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Examine the importance of customer service	1, 2
b)	Analyse the quality of service through personal service encounters and relevant theories	1
c)	Employ the basic analytical tools required to assess service quality for a service organisation.	2
d)	Examine the service gaps and organisations' culture to achieve internal and external customer satisfaction	2
e)	Present opportunities offered by technology to improve productivity and value creation in service organizations.	2

## Delivery mode:

Select all applicable delivery mode for the subject:

Types of delivery	
<input checked="" type="checkbox"/>	Lecture/Tutorial (on campus)
<input checked="" type="checkbox"/>	E-learning (online campus)
<input type="checkbox"/>	Other – please specify here:

## 3. Assessment information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due	Subject learning outcomes to be assessed
1	Individual Assignment or Portfolio by TA	40%	12	a, b, c, d
2	Final Exam	60%	Exam Date	a, b, c, d, e

# Subject Outline

## 4. Submitting your assessment tasks

Most assessment tasks are submitted using the Learning Management System/or according to your university's rules.

## 6. Broad topics to be covered

Topic:
Week 8 (SMI Lecture 1) – Introductions & Who is our customers?
Week 9 (SMI Lecture 2) – Measuring service quality through RATER
Week 10 (SMI Lecture 3) – Measuring service quality through SERVQUAL
Week 11 (SMI Lecture 4) – Customer service recovery
Week 12 (SMI Lecture 5) – Service culture
Week 13 (SMI Lecture 6) – Service leadership
Week 14 (SMI Lecture 7) – Employee engagement
Week 15 (SMI Lecture 8) – Service innovation

## 7. Learning resources:

# Subject Outline

Prescribed textbook, journal or other reading:

Recommended textbook, journal or other reading:

Fitzsimmons, J. A., Fitzsimmons, M. A., & Borduloi, S. (2014). *Service management: Operations, strategy, information technology*. (8th ed.). New York: McGraw-Hill.

Foster, S. T. (2013). *Managing Quality: Integrating the Supply Chain*. (5th ed.). Harlow, Essex: Pearson.

Hoffman, D. K. & Bateson, E.G. (2017). *Services Marketing: Concepts, Strategies, & Cases*. (5th ed.). USA: Cengage.

Williams, R. K (2014). *Managing in a Service-focused World: I, Team, Stewards and Marketplace*. Cambridgeshire, England: IT Governance Publishing.

# Subject Outline

## Subject code and name:

### **E-commerce & Social Media and E-business Marketing**

## Subject workload:

To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:

## Total timetabled lecture and exam hours:

67 hours

## 1. Detailed subject information

### Subject rationale:

As our relationship with technology changes, we're spending more time online than ever before and media becoming the ultimate social lubricant, today's marketing management is about encouraging the conversation and participation with and amongst consumers in multi-channel environments all over the world. A central theme of this subject is that 21st century marketing involves consumers as participants. Social media is a powerful tool for ecommerce websites and e-business marketing. The ability to not only direct shoppers toward a new product or an attractive deal, but to engage with them and create a sense of community, is incredibly useful in creating successful brands. Ecommerce marketers can use social media, digital content, search engines, and email and mobile campaigns to attract visitors and facilitate purchases online. It therefore requires a strategic approach to the role of digital/social marketing and channels in the mix, a role that allows for participation with brands, provides consumers with exceptional interactive experiences, and drives their conversation with and about brands. E-business covers most of the digital-related information exchange both inside and outside the organisation.

This subject will equip students with an understanding of the contemporary context marketers operate in today. As future marketers, students will learn about the role of content marketing, how to manage a brand's digital footprint and how to operate in an ever-changing social media landscape.

# SUBJECT OUTLINE

**Delivery mode:** E-Learning ( online campus)

1	Final Exam	100%	Week TBA
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## Topic:

Introduction to Digital Marketing

Introduction to Social Media Marketing

Social Media Marketing Planning

Identifying Target Audiences

Rules of Engagement for Social Media

Social Media Platforms and Social Networking Sites

Microblogging

Content Creation and Sharing: Blogging, Streaming Video, Podcasts and Webinars

Video Marketing

Marketing on Photo Sharing Sites

Discussion, News, Social Bookmarking, and Q&A Sites

Content Marketing: Publishing Articles, White Papers, and E-Books

Mobile Marketing on Social Networks I

Mobile Marketing on Social Networks II

Retailing

E-Commerce

Digital marketing Plan I

Digital marketing Plan II

Data Driven Advertising

The Future of Digital Marketing

## Learning resources:

### Prescribed textbook, journal or other reading:

Barker, M., Barker, D., Bormann, N., & Neher, K. (2016). *Social media marketing: A strategic approach*. (2<sup>nd</sup> ed.). Chatswood: Cengage.

### Recommended textbook, journal or other reading:

Heggde, G., & Shainesh, G. (Eds.). (2018). *Social Media Marketing: Emerging Concepts and Applications*. London: Springer.

Kurtz, D.L., & Boone L.E. (2014). *Contemporary marketing*. (16<sup>th</sup> ed.). Mason: Cengage.

Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. London: Sage.

Turban, E., Outland, J., King, D., Lee, J. K., Liang, T. P., & Turban, D. C. (2017). *Electronic commerce 2018: A managerial and social networks perspective*. London: Springer.

# SUBJECT OUTLINE

## 33. General subject information

<b>Subject code and name (title in full):</b>		
<b>Event Practice</b>		
<b>Subject type:</b>	<b>Credit points:</b>	
Core	3 credit points	
<b>Pre-requisite/Co-requisite:</b>	<b>Subject level:</b>	
None	200	
<b>Subject workload:</b>		
To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:		
<b>Total timetabled or WIL hours:</b>	<b>Total personal study hours:</b>	<b>Total subject workload hours:</b>
33 hours	77 hours	110 hours

## 34. Detailed subject information

<b>Subject rationale:</b>
<p>This subject provides a comprehensive and interactive approach to learning through the practical exercise of staging an event. The teaching methodology is such that you are required to place yourself in the position of an Event Manager and organise an event from pre-planning/concept phase, through to execution and post evaluation stage. You will stage events at GZUC and externally for real clients and will be applying theoretical and practical knowledge from previous subjects in order to successfully practice the key stages of running an event.</p> <p>This subject allows you to apply theory and practical knowledge learnt in introductory event subjects and industry training to project manage real events. There will be numerous events, the details of which will be identified and allocated in week one.</p>
<b>Subject learning outcomes:</b>



# SUBJECT OUTLINE

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Create and plan an event project in a timely and efficient manner.	3, 4
b)	Apply and establish effective communication methods with team members and stakeholders	2, 3, 4
c)	Create an event project folder with all documents, including event brief, venue brief, floor plan, risk management plan etc.	1, 2
d)	Prepare an effective evaluation report for the client/s and other team members.	5
e)	Critically analyse and review clients' needs and successfully manage, co-ordinate and execute a real event.	3, 4
f)	Apply venue management skills to liaise with the venue and client to ensure both requirements and Expectations are met.	3, 4

## Delivery mode:

Select all applicable delivery mode for the subject:

Types of delivery	
<input checked="" type="checkbox"/>	Lecture/Tutorial (on campus)
<input checked="" type="checkbox"/>	E-learning (online campus)
<input type="checkbox"/>	Multi-modality (Mixed/Blended/Hybrid)
<input type="checkbox"/>	Work-integrated learning activity
<input type="checkbox"/>	Intensive delivery
<input type="checkbox"/>	Other – please specify here:

## Work Integrated Learning:

N/A

## 35. Assessment information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due (week/s)	Subject learning outcomes to be assessed
1	Draft project (G)	10%	Week 6	c

# SUBJECT OUTLINE

2	Brief Information (G)	15%	Week 10	b, c
3	Individual Assignment Planning Event Report	20%	Week 9	a, b, e, f
4	Individual Assignment Discussion Forum Report	20%	Week 11	a, b, e, f
5	Individual Assignment Reflection Report	35%	Week 11	d

## 36. Submitting your assessment tasks

Most assessment tasks are submitted using the Learning Management System, Superstar. For more instruction on submitting the assessment tasks, please refer to the instruction in Moodle for more specific information of the subject assessment submission requirements.

## 37. Late submission, requests for an extension or deferred assessment

There are penalties for late submission of assessment tasks.

If you would like to request for an extension to submission deadline of your assessment or would like to request for a deferred assessment, you need to meet the eligibility requirements.

# SUBJECT OUTLINE

## 38. Broad topics to be covered

Topic:
Welcome and Introduction to our Events
Event Project - Planning Phase
Pre-planning of Events
FUNDRAISER
Event Project Folders
Event Project Folders
Feedback and Evaluation
LAUNCH EVENT
Event Debrief
Final Event Project Folder Presentation
Final Assessment Feedback

Please note that these topics are often refined and subject to change so for up to date weekly topics and suggested reading resources, please refer to the Moodle subject page.

## 39. Learning resources:

Learning resources:
<p><u>Recommended textbook, journal or other reading:</u></p> <p>Allen, J. (2003). <i>Event planning ethics and etiquette</i>. Ontario: John Wiley.</p> <p>Getz, D., &amp; Page, S. (2016). <i>Event studies: Theory, research and policy for planned events</i> (3rd ed.). London: Routledge.</p> <p>Mallen, C., &amp; Adams, L. J. (2017). <i>Event management in sport, recreation and tourism: Theoretical and practical dimensions</i> (3rd ed.). New York, NY: Routledge.</p> <p>Van der Wagen, L., &amp; White, L. (2010). <i>Event management for tourism, cultural, business and sporting events</i> (4th ed.). Frenchs Forest, N.S.W.: Pearson.</p>

# SUBJECT OUTLINE

## 40. Additional resource requirements:

**Additional facilities, equipment, software and other resources (if applicable):**

N/A

## 41. History

No	Change history	Last reviewed by:	Last updated on:	Approved by Learning & Teaching on:
1.0	Updated to new subject outline template to align with Subject Outline Policy		31 <sup>th</sup> October 2018	
1.1	Updated to new subject outline template to align with Subject Outline Policy		7 <sup>th</sup> February 2019	
2.0	Updated assessment due and title, topics, and learning resources.	JWK	15 <sup>th</sup> December 2020	28/01/2021

# SUBJECT OUTLINE

## 42. General subject information

<b>Subject code and name (title in full):</b>		
<b>EVT- Event Production and Design</b>		
<b>Subject type:</b>	<b>Credit points:</b>	
Core	3 credit points	
<b>Pre-requisite/Co-requisite:</b>	<b>Subject level:</b>	
None	200	
<b>Subject workload:</b>		
To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:		
<b>Total timetabled or WIL hours:</b>	<b>Total personal study hours:</b>	<b>Total subject workload hours:</b>
33 hours	77hours	110 hours

## 43. Detailed subject information

<b>Subject rationale:</b>
<p>Understanding event technologies enables the event manager to successfully combine show craft, theming, staging and concept design with the core objectives of staging the event. Key areas of event production and design include script writing, voice - over copy editing, event printed materials, room layouts, power, lights, sound, audio visual and special effects, music, colour, decorations and costumes. This subject provides both theoretical and practical application in these areas and will enhance your ability to make informed and appropriate decisions based on your knowledge and on the given circumstances of a variety of events.</p> <p>This subject examines the concept of themed events and provides an overview of the reasons for special events, an event producer's responsibilities and roles within the event team. Focus is on exploring creative ideas, understanding what makes a winning proposal, and putting your knowledge into practice.</p>

# SUBJECT OUTLINE

## Subject learning outcomes:

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Develop ideas from a given client brief and translate ideas into writing.	2, 3, 4
b)	Demonstrate an understanding of appropriate theming concepts.	1, 2, 3, 4
c)	Utilise different resources to enhance the theme of an event including decor, lighting, staging, sound and entertainment.	3, 4
d)	Create event documentation that is meaningful, for effective communication across a range of suppliers and clients.	3, 4
e)	Understand the importance and impact of AV and event design in a variety of events, and how to use technical equipment to create atmosphere.	1, 3, 4
f)	Apply the practical aspects involved in producing a professional client pitch.	3, 4

## Delivery mode:

Select all applicable delivery mode for the subject:

Types of delivery	
<input checked="" type="checkbox"/>	Lecture/Tutorial (on campus)
<input checked="" type="checkbox"/>	E-learning (online campus)
<input type="checkbox"/>	Multi-modality (Mixed/Blended/Hybrid)
<input type="checkbox"/>	Work-integrated learning activity
<input type="checkbox"/>	Intensive delivery
<input type="checkbox"/>	Other – please specify here:

## Work Integrated Learning:

N/A

# SUBJECT OUTLINE

## 44. Assessment information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due (week/s)	Subject learning outcomes to be assessed
1	Online Discussion	25%	1 - 4	b, e
2	Individual Assignment	35%	1 - 8	a, b
3	Group Assignment	25%	1 - 11	a, b, c, d, e, f
4	Group Assignment	15%	1 - 11	a, b, c, d, e, f

## 45. Submitting your assessment tasks

Most assessment tasks are submitted using the Learning Management System, SUPERSTAR. For more instruction on submitting the assessment tasks, please refer to the instruction in Superstar for more specific information of the subject assessment submission requirements

## 46. Late submission, requests for an extension or deferred assessment

There are penalties for late submission of assessment tasks.

If you would like to request for an extension to submission deadline of your assessment or would like to request for a deferred assessment, you need to meet the eligibility requirements.

# SUBJECT OUTLINE

## 47. Broad topics to be covered

Topic:
Introduction to Event Production & Design
Production Management: Events and Projects
Pitch & Workshop
Concepts & Design
Writing for Events: Content is King
Entertainment and Interaction
Technical Theory: Lighting
Technical Theory: Audio and Vision
Suppliers, Staging and Rigging
Live communication and selling. Pitch Presentation Preparation
The Pitch presentations

Please note that these topics are often refined and subject to change so for up to date weekly topics and suggested reading resources, please refer to the Moodle subject page.

## 48. Learning resources:

Learning resources:
<u>Recommended textbook, journal or other reading:</u>
Allen, J., O'Toole, W., McDonnell, I., & Harris, R. (2010). <i>Festival and Special Event Management</i> . (5th Ed.). Milton, QLD: Wiley & Sons.
Krugman C., Rudy C., & Wright R. (2006). <i>Global Meetings and Exhibitions</i> . Hoboken, NJ: John Wiley & Sons.
Matthews, D. (2008). <i>Special event production: the process</i> . Oxford: Elsevier.
McCabe, V., Pool, B., Weeks, P., & Leiper, N. (2000). <i>The Business and Management of Conventions</i> . Milton, QLD: John Wiley & Sons.
Van der Wagen, L., & White, L. (2010). <i>Event Management for Tourism, Cultural, Business and Sporting Events</i> . (4th Ed.). Frenchs Forest, N.S.W.: Pearson.



# SUBJECT OUTLINE

## 49. Additional resource requirements:

**Additional facilities, equipment, software and other resources (if applicable):**

N/A

# SUBJECT OUTLINE

## 50. General subject information

<b>Subject code and name (title in full):</b>		
<b>Brief Introduction of Human Resources</b>		
<b>Subject type:</b>	<b>Credit points:</b>	
<b>Pre-requisite/Co-requisite:</b>	<b>Subject level:</b>	
None	100	
<b>Subject workload:</b>		
To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:		
<b>Total timetabled Lecture and Tutorial hours:</b>	<b>Total assessment study hours:</b>	<b>Total personal study hours:</b>
64 Study hours	32 Study hours	96 Study hours

# SUBJECT OUTLINE

## 51. Detailed subject information

### Subject rationale:

This subject provides an introduction to Human Resource Management (HRM). The subject emphasises HRM practices and draws on case studies and related research to illustrate these practices; it has been designed to help you explore the way and organisation manages its human resources. The way in which people are managed is vital for the sustainability of any organisation. Organisational sustainability relies not only on financial outcomes but also wellbeing, customer satisfaction and social environmental responsibility. The course will challenge you to think analytically and explain how HR concepts are applied in an organisational setting. The subject relies on reflection and higher order thinking skills, so that you are more confident when it comes to HRM matters.

This subject aims to provide you with fundamental knowledge about Human Resource Management Practices such as strategy and its relationship to people management and processes.

You will also develop skills in the following:

- Communication Skills
- Critical Analysis Skills
- Creative Thinking Skills
- Report Writing Skills

### Subject learning outcomes:

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Understand contemporary Human Resource Management (HRM) theories and concepts and apply them to the modern workplace.	1, 2, 3
b)	Define the role and objectives of HRM and its link to organisational objectives and success.	1, 3
c)	Identify the phases of the Employee Life Cycle and how they can help facilitate a competitive advantage for an organisation.	2, 3
d)	Describe the ethical and governance challenge facing HR Managers in developing policies and procedures.	1, 2, 3

# SUBJECT OUTLINE



# SUBJECT OUTLINE

## 52. Assessment Information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due week	Subject learning outcomes to be assessed
1	Design a poster and factsheet	30%	5?	a, b, d
2	Individual Report	30%	9?	a, c, d
3	Final Exam	40%	12?	a, b, c, d

## 53. Subject Topics

Topic:	Week
Introduction and Evolution of HRM	1
Strategic Human Resource Management (SHRM)	2
Human Resources Planning	2
Job Design and Recruitment	3
Candidate Selection	4
Employee Services, Orientation and Onboarding	5
Talent Retention & Development	6
Performance Management	6
Incentives and Rewards	7
Work Health and Safety (WHS)	7
Workplace Ethics & Conflicts	8
The Future of Human Resources	8

Please note that these topics are often refined and subject to change so for up-to-date weekly topics and suggested reading resources, please check with your Lecturer and/or Tutor.

## 54. Learning Resources:

### Learning resources:

#### Prescribed textbook:

Nankervis, A. R. (2016). *Human resource management: strategy and practice*. (9th ed.). South Melbourne, Victoria: Cengage.

#### Recommended textbook, journals or other readings:

Arthur, D (2015). *Fundamentals of Human Resources Management: A Practical Guide for Today's HR Professional*. AMA Self-Study.

Dessler, G (2016). *Human Resource Management, global edition*. (15th ed.). USA: Pearson Higher Ed.

Werner, J. M. & DeSimone, R. L. (2013), *Human Resource Development*. (6th ed.). South-Western, Cengage Learning.

#### Journal:

*Human Resource Management Journal*. 2015 – 2022

Wiley-Blackwell Oxford.

ISSN 0954-5395

*Journal of Chinese Human Resources Management*. 2015-2019

Emerald Group Publishing Limited

ISSN: 2040-8005

Weekly extra readings will be introduced in weekly Tutorials

# SUBJECT OUTLINE

## 55. General subject information

<b>Subject code and name (title in full):</b>		
MGT 203 Applied Leadership		
<b>Subject type:</b>	<b>Credit points:</b>	
<b>Pre-requisite/Co-requisite:</b>	<b>Subject level:</b>	
None	200	
<b>Subject workload:</b>		
To successfully complete this subject, you should plan to commit a reasonable number of study hours week including class attendance, pre and post work and online activities as outlined below:		
<b>Total timetabled Lecture and Tutorial hours:</b>	<b>Total assessment study hours:</b>	<b>Total personal study hours:</b>
64 Study hours	32 Study hours	96 Study hours

# SUBJECT OUTLINE

## 56. Detailed subject information

### Subject Description:

This subject starts with basic concepts and theories of modern leadership, including various models, frameworks and practices. Students explore differences between leadership and management, as well as their application in workplace. Individual student will access a Leadership instrument and discover own leadership style, strengths and future improvement. Key topic areas which the subject covers include: Emotional Intelligence, Leadership theories, Change management, Dynamic Leadership, Group and team effectiveness, Value in action.

The aim of Applied Leadership is to explore the importance of personal values and beliefs as foundations for effective leadership, and to highlight the advantages of efficient group dynamics and communication in an experiential and real setting. The subject will be delivered in various format: lecturing, classroom activities, self and group reflection.

The subject also addresses the development of

- Interpersonal and communication skills
- Critical analysis skills
- Reflective writing skills
- People management skills

### Subject learning outcomes:

On successful completion of this subject students will be able to:

No	Subject learning outcome	Assessment task(s) in which this learning outcome is assessed
a)	Demonstrate understanding and differentiation of various leadership styles, models and practices.	1, 2, 3
b)	Analyse how differing individuals perform the leadership role.	1, 2, 3
c)	Interpret and reflect on Leadership test results, examine how self-leadership impacts other stakeholders.	1, 2, 3



# SUBJECT OUTLINE

## 57. Assessment Information

Learning outcomes for this subject are assessed using a range of assessment tasks as described in the table below.

No	Assessment task	Weighting	Assessment due week	Subject learning outcomes to be assessed
1	Individual Leadership style and practice reflective report	30%	5	a, b, c
2	Group Presentation (Lead the team)	30%	9	a, b, c
3	Final Written Exam	40%	12	a, b, c

## 58. Subject Topics

Topic:	Week
Subject Introduction and Overview of Leadership	1
Emotional Intelligence	2
Leadership Theories and Practices 1 & VIA Character Strengths Preparation and Instruction	3
Leadership Theories and Practices 2 & VIA Character Strengths Result Interpretation	4
Leadership and Change management	5
Applied Leadership: Influence, Decision Making, Innovation	6
Team Dynamics And Development	7
Team Simulation & Subject Revision	8

Please note that these topics are often refined and subject to change so for up-to-date weekly topics and suggested reading resources, please check with your Lecturer and/or Tutor.

# SUBJECT OUTLINE

## 59. Learning Resources:

### Learning resources:

#### Prescribed textbook:

Kouzes, J. M., & Posner, B. Z. (2017). *The leadership challenge: How to make extraordinary things happen in organizations*. John Wiley & Sons, Incorporated.

<https://ebookcentral.proquest.com/lib/think/detail.action?docID=4836524>

#### Other recommended textbook:

Burns, J. M. (2012). *Leadership*. Open Road Media.

Drucker, P. F. (2020). *The Essential Drucker*. Routledge.

#### Journal:

School of International Business and Entrepreneurship. (2019). *Leadership, education, personality: an interdisciplinary journal*.

<https://link.springer.com/journal/volumesAndIssues/42681>.

ISSN 2524-6178

Regent University. School of Global Leadership & Entrepreneurship. (2005). *International journal of leadership studies*.

<http://www.regent.edu/acad/global/publications/journals.cfm>

ISSN: 1554-3145

Weekly extra readings will be introduced in weekly Tutorials