

# TSM200 Creating and Managing Event Experiences

**School:** School of Business and Creative Industries

2026 Trimester 2

UniSC Sunshine Coast  
UniSC Moreton Bay

**BLENDED  
LEARNING**

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

Online

**ONLINE**

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

*Please go to [unisc.edu.au](http://unisc.edu.au) for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. Description

Events are prominent in our lives and societies. Often seen as highlights and special points in time and space that mark our most memorable milestones. The global and prosperous industry of special event management offers exciting and rapidly expanding career opportunities. This course provides knowledge of modern event management techniques. You will develop the necessary skills to design and plan for memorable and enduring event experiences. The course incorporates case studies and industry interviews to provide a contemporary context for examining best practice in events management.

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

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning material.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	2hrs	Week 1	10 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning material.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Interactive online zoom workshop (recorded)	2hrs	Week 1	10 times

### 1.3. Course Topics

- Perspectives on events
- Event concepts, impacts and legacies
- Enduring events (and sustainability)
- Strategic planning for events
- Event teams, leadership and OH&S
- Project management for events
- Venue, logistics and risk management
- Event funding and finances
- Events and marketing
- On stage/back stage at events
- Event evaluation
- Events on tour
- Getting a gig

## 2. What level is this course?

200 Level (Developing)

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

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

12 units

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

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Competencies from multiple Professional Bodies (see below) *
1 Compose effective, professional and persuasive written oral and digital communication solutions	Creative and critical thinker Empowered	PC1, PC1.1, PC1.2, PC1.3, 3.1, 4.1.4, 12.2.2
2 Adapt and apply interpersonal skills to work independently, collaboratively and efficiently in a simulated event team environment	Ethical Engaged	PC2, PC4, PC5, PC6
3 Apply discipline knowledge and skills in an event management context	Knowledgeable Sustainability-focussed	PC3, PC6
4 Apply critical and creative thinking to develop and evaluate appropriate solutions in an event management context	Creative and critical thinker Empowered Engaged	PC3, PC6

\* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication

CODE	COMPETENCY
PC1.2	Oral Communication
PC1.3	Digital Literacy
PC2	Collaboration
PC3	Creative and Critical Thinking
PC4	Community Consciousness
PC5	Cultural Awareness
PC6	Career-ready
EDUCATION FOR SUSTAINABLE DEVELOPMENT GOALS	
3.1	Cognitive Learning objectives for “Good Health and Well-Being”
4.1.4	The learner understands the important role of culture in achieving sustainability.
12.2.2	The learner is able to encourage others to engage in sustainable practices in consumption and production.

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

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

### 5.1. Pre-requisites

Not applicable

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

Not applicable

### 5.4. Specific assumed prior knowledge and skills (where applicable)

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

### 5.5. Microcredential Information

Not applicable

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

### 6.1. Grading Scale

Standard Grading (GRD)

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

### 6.2. Details of early feedback on progress

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

### 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Professional	Individual	25%	10-minute digital presentation	Week 5	Online Assignment Submission with plagiarism check
All	2	Case Study	Individual	25%	1,500 words	Week 10	Online Assignment Submission with plagiarism check
All	3a	Plan	Group	40%	2000 words	Week 12	Online Assignment Submission with plagiarism check
All	3b	Report	Individual	10%	400 words	Week 12	Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Event Concept Plan

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

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

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

### All - Assessment Task 3a: Event Management Plan

<b>GOAL:</b>	To apply discipline knowledge in an event management planning scenario.		
<b>PRODUCT:</b>	Plan		
<b>AUTHORSHIP STATEMENT:</b>			
<b>FORMAT:</b>	A written event management plan		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Application of academic and industry knowledge	2 3 4
	2	Application of creative and critical thinking to develop appropriate solutions in an event management context.	3 4
	3	Referencing of sources using Harvard referencing style	1
<b>GENERIC SKILLS:</b>	Communication, Collaboration, Problem solving, Organisation		

### All - Assessment Task 3b: Self and Peer Assessment Reflection

<b>GOAL:</b>	To reflect on the learning experiences arising from the challenges and opportunities presented by working on the collaboratively produced Event Management Plan.													
<b>PRODUCT:</b>	Report													
<b>AUTHORSHIP STATEMENT:</b>														
<b>FORMAT:</b>	An individual submission inclusive of a peer assessment questionnaire and written report.													
<b>CRITERIA:</b>	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Application of interpersonal skills to work effectively within a simulated event management team scenario</td><td>2</td></tr><tr><td>2</td><td>Application of self-reflection for personal development</td><td>2</td></tr><tr><td>3</td><td>Written communication skills</td><td>1</td></tr></tbody></table>	No.		Learning Outcome assessed	1	Application of interpersonal skills to work effectively within a simulated event management team scenario	2	2	Application of self-reflection for personal development	2	3	Written communication skills	1	
No.		Learning Outcome assessed												
1	Application of interpersonal skills to work effectively within a simulated event management team scenario	2												
2	Application of self-reflection for personal development	2												
3	Written communication skills	1												
<b>GENERIC SKILLS:</b>	Communication, Collaboration													

## 7. Directed study hours

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

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

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

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

You need regular access to the resource(s) below. Many texts are available as ebooks through the [Library](#) at no additional cost.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Required	John Allen, Rob Harris, Leo Jago, Andrew Tatrai, Paul Jonson, Eamon D'Arcy	2022	Festival and Special Event Management, Essentials Edition	n/a	John Wiley & Sons

### 8.2. Specific requirements

Not applicable

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

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

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

### 10.1. Assessment: Academic Integrity

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

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

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

### 10.2. Assessment: Additional Requirements

#### **Eligibility for Supplementary Assessment**

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

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying: The final mark is in the percentage range 47% to 49.4% The course is graded using the Standard Grading scale You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

- Less than 15 minutes: No penalty
- From 15 minutes to 30 minutes: 20% penalty
- More than 30 minutes: 100% penalty

### 10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

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

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

### 10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

### 10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)

