

Faculty of Higher Education

<b>Subject Code</b>	EVE704
<b>Subject Name</b>	Event Evaluation
<b>Credit points</b>	6
<b>Study Level</b>	Year 3
<b>Delivery mode</b>	On campus
<b>Location</b>	Melbourne
<b>Prerequisites</b>	None

<b>Subject Coordinator</b>
Dr Jeffrey Wrathall
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<b>Subject Overview</b>	This subject explores a range of business concepts associated with event evaluation and ongoing improvement. By analysing performance measurements and the triple bottom line impacts, students explore issues of live performance and focus on models of improvement and innovation. By undertaking work integrated and technology based learning activities students collaborate to effectively apply measurement techniques in all phases of the event lifecycle. Working collaboratively students develop strategies to embed innovation within event management process and make recommendations for future improvements.
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<b>Learning Outcomes</b>	Analyse theoretical concepts on evaluation methods that determine event performance.
	Apply measurement approaches to evaluate stakeholder needs in an event context.
	Evaluate theories and methods for the continuous improvement in pre during and post event context.
	Determine strategies for innovation and the continuous improvement of events.
	Collaborate in groups to contribute effectively towards event goals and stakeholder objectives.

<b>Assessments</b>	<b>Details</b>	<b>Weighting</b>
	Case study analysis	20%
	Report (group assessment)	45%
	Presentation (group assessment)	35%

<b>Graduate Attributes addressed in this subject</b>	Preparedness
	Ethical and social understanding
	Sustainability literacy
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise and consolidate knowledge
	Teamwork skills
	Communication skills
	Personal attributes - Fostering innovation