Course Outline

Code: TSM315
Title: Business Events

School: Business
Teaching Session: Semester 1
Year: 2019
Course Coordinator: Dr Lenny Vance | lvance@usc.edu.au
Course Moderator: Associate Professor Timothy Lee

Please go to the USC website 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
Business Events are an exciting and rapidly expanding field of interest. The area is traditionally known under the acronym of MICE (Meetings, Incentives, Conventions and Exhibitions). The course uses case studies and guest speakers from various business event sectors (PCO’s, trade exhibition promoters, venues and resort/convention facility providers etc.) to provide a contemporary context for examining best practice in Business Event coordination. This course provides a succinct overview of the major stakeholders in the MICE industry and their drivers, particularly in terms of realising ROI (return on investment).

1.2 Field trips, WIL placements or activities required by professional accreditation

<table>
<thead>
<tr>
<th>Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>Click here to enter details of the activity, including the length and location.</td>
</tr>
</tbody>
</table>

2. What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

<table>
<thead>
<tr>
<th>Specific Learning Outcomes</th>
<th>Assessment tasks</th>
<th>Graduate Qualities or Professional Standards mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this course, you should be able to: Analyse and evaluate TLE-related businesses to develop and apply innovative solutions using existing TLE frameworks.</td>
<td>You will be assessed on the learning outcomes in task/s: 2</td>
<td>Completing these tasks successfully will contribute to: Creative and critical thinkers (PLC3).</td>
</tr>
</tbody>
</table>
## Specific Learning Outcomes

On successful completion of this course, you should be able to:

### Assessment tasks
You will be assessed on the learning outcomes in task/s:

<table>
<thead>
<tr>
<th>Graduate Qualities or Professional Standards mapping</th>
<th>Specific Learning Outcomes</th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Demonstrate effective, professional and persuasive written and oral communication skills.</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Understand how to work independently, collaboratively and efficiently in a team environment with internal and external stakeholders.</td>
<td>1 and 2</td>
</tr>
<tr>
<td></td>
<td>Demonstrate sound discipline knowledge and skills to explain the nature and scope of the TLE industry and related theory.</td>
<td>1, 2 and 3</td>
</tr>
<tr>
<td></td>
<td>Evaluate aspects of TLE organisations for their corporate governance and TBL policies and practices.</td>
<td>1, 2 and 3</td>
</tr>
</tbody>
</table>

Completing these tasks successfully will contribute to:

- Empowered (PLG1).
- Engaged (PLG2).
- Knowledgeable (PLG6).
- Sustainability-focused (PLG4).

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

Refer to the [USC Glossary of terms](https://www.usc.edu.au) for definitions of "pre-requisites, co-requisites and anti-requisites".

### 5.1 Enrolment restrictions

Nil

### 5.2 Pre-requisites

Nil

### 5.3 Co-requisites

Nil

### 5.4 Anti-requisites

Nil

### 5.5 Specific assumed prior knowledge and skills (where applicable)

Ability to produce academic quality reports needed.

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

### 6.1 Grading scale

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

### 6.2 Details of early feedback on progress

Formative feedback will be provided through discussion of fortnightly online workbook topics in tutorial and/or online

### 6.3 Assessment tasks

<table>
<thead>
<tr>
<th>Task No.</th>
<th>Assessment Product</th>
<th>Individual or Group</th>
<th>Weighting %</th>
<th>What is the duration / length?</th>
<th>When should I submit?</th>
<th>Where should I submit it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Journal</td>
<td>Individual</td>
<td>30%</td>
<td>1 hour</td>
<td>Weeks 3, 5, 7 and 9</td>
<td>Online Assignment</td>
</tr>
</tbody>
</table>
Course Outline: TSM315 Business Events

Assessment 1: Journal

| Goal: Establish a formal understanding of the nature and dynamics of the Business Events Industry. |
|---|---|
| Product: Journal |
| Format: This is an individual assessment. Four online learning workbooks and reflective journal to be submitted in Week’s 3, 5, 7 and 9. The learning workbooks and journal will examine your comprehension and understanding of the Business Events Industry and its theoretical underpinnings, as covered progressively in the course modules. The format of the workbook will include short case studies with short answer requirements. |
| Criteria: • Demonstrate comprehension and understanding of the Business Events literature and course materials covered. • Demonstrate ability to apply Business Events theory in interpreting a Business Event Case study and formulating responses to the scenarios as outlined |

Assessment Task 2: Business Event Experience and Analysis Report

| Goal: Gain a greater understanding of the business events industry through attendance at or volunteering for a business event and providing a subsequent critical assessment. |
|---|---|
| Product: Report |
| Format: The Business Event Experience and Analysis Report is to be undertaken individually. The Business Event Experience and Analysis report is aimed at encouraging students to actively engage with business events through attendance at and/or participation with the planning and/or delivery of a business event. You will proactively seek opportunities to attend a business event and subsequently undertake a critical analysis of the event and your experience. For the report you must provide a detailed description and analysis of your business event - 2,500 words (Task 2 draft contents list to be provided on the TSM315 Blackboard site). Note: Must be presented in the specified report format (see Summers & Smith 2014). |
| This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: |
### PLO1.1 Written Communication
Demonstrate effective written communication skills in a business context.

### PLO3.1 Problem Solving
Develop graduates with the ability to apply critical and creative thinking when solving problems in a business context.

### Criteria:
- 2,500 words (+ or - 10%)
- Attendance at or participation with a relevant business event.

The report will be assessed on:
- Comprehension and application of business event management theory and concepts
- Demonstration of insightful observation along with critical analysis and recommendations
- Demonstration of effective written communication skills in a business context through presentation of the report in accordance with the specifications provided and in accordance with Summers and Smith, 2014 and using Harvard in-text referencing (see USC Library referencing guide http://libguides.usc.edu.au/help-referencing)

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### Assessment Task 3: Examination

**Goal:**
To be able to critically assess business event situations and offer theoretically sound recommendations and solutions.

**Product:** Examination

**Format:**
This is an individual assessment task

The final two-hour closed book exam will focus on all aspects of the course. Students will be required to apply key concepts of Business Event Management, and may be required to respond to particular case studies and scenarios.

**Criteria:**
- Demonstrate comprehension and understanding of the Business Events literature and course materials covered and apply critical and creative thinking to identify and solve business event problems and arrive at innovative solutions.
- Demonstrate a full understanding of the questions and clarity of expression in developing a logical and sustainable discussion, critique and evaluation as appropriate to the question being answered.
- Display evidence of an awareness of professional ethical standards, social responsibility and industry best practice in business event planning and reporting.

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### 7. Directed study hours
The directed study hours listed here are a portion of the workload for this course. 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. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

<table>
<thead>
<tr>
<th>Location: Specific Campus(es) or online:</th>
<th>Directed study hours for location:</th>
</tr>
</thead>
<tbody>
<tr>
<td>on campus</td>
<td>Lecture (2 hours)</td>
</tr>
<tr>
<td></td>
<td>Tutorial (1 hour)</td>
</tr>
</tbody>
</table>

### 8. What resources do I need to undertake this course?
Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### 8.1 Prescribed text(s) or course reader
Please note that you need to have regular access to the resource(s) listed below as they are required:
Weekly readings and online workbooks as prescribed in Learning Materials on the TSM315 Blackboard site

Note: There is no specific text prescribed for this course.

8.2 Specific requirements

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility as a student 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. It is also your responsibility to familiarise yourself with the University’s general health and safety principles by reviewing the online Health Safety and Wellbeing training module 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 Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

If standard graded course, add:

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%
b) The course is graded using the Standard Grading scale
c) You have not failed an assessment task in the course due to academic misconduct

If Limited graded course, add:

Limited Graded Course:
This course will be graded as Pass in a Limited Grade Course (PU) or Fail in a Limited Grade Course (UF) as per clause 4.1.3 and 4.1.4 of the Grades and Grade Point Average (GPA) - Institutional Operating Policy of the USC. In a course eligible to use Limited Grades, all assessment items in that course are marked on a Pass/Fail basis and all assessment tasks are required to be passed for a student to successfully complete the course. Supplementary assessment is not available in courses using Limited Grades.

10.3 Assessment: Submission penalties
If standard graded course, add:
Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.
To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

If Limited graded course, add:
You must contact your Course Coordinator and provide the required documentation if you require an extension or alternate assessment.

10.4 Study help
In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to Student Hub.
Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 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
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:
http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.6 General Enquiries
In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890
**Email:** studentcentral@usc.edu.au
## Appendix 1  Course content

<table>
<thead>
<tr>
<th>Week # / Module #</th>
<th>What key concepts/content will I learn?</th>
<th>Directed Study Activities: teaching components</th>
</tr>
</thead>
</table>
| 1                 | Introduction to Business Events — the course and the industry | Lecture  
Online readings and digital activity |
| 2                 | Types of business events 
Structure and impacts of the business events industry | Lecture  
Tutorial  
Online readings and digital activity |
| 3                 | Expos, conventions, conferences and exhibitions | Lecture  
Tutorial  
Online workbook |
| 4                 | Incentive travel and business events | Lecture  
Tutorial  
Online readings and digital activity |
| 5                 | Small business events, product launches, corporate training and seminars | Lecture  
Tutorial  
Online workbook |
| 6                 | Staging business events (a DMO perspective) | Lecture  
Tutorial  
Online readings and digital activity |
| 7                 | Staging business events (a venue perspective) | Lecture  
Tutorial  
Online workbook |
| 8                 | Staging business events (an organiser’s perspective) | Lecture  
Online readings and digital activity |
| 9                 | Winning business events | Lecture  
Tutorial  
Online workbook |
| 10                | Supply chains and in business events | Lecture  
Tutorial  
Online readings and digital activity |
| 11                | Technology and trends in business events | Lecture  
Tutorial  
Online Readings and digital activity |
| 12                | Stakeholder management and inclusivity in business events | Lecture  
Tutorial  
Online readings and digital activity |
| 13                | Tourism and leisure associated with business events 
Course review | Online readings and digital activity |

Please note that the course activities may be subject to variation.

*Mid Semester Break:*
15th April 2019-21st April 2019 (Between Week 7 and Week 8)

*Public Holidays*
Easter Monday - Monday 22nd April 2019 (Week 8)  
Anzac Day - Thursday 25th April 2019 (Week 8)  
Labour Day - Monday 6th May 2019 (Week 10)