Bachelor of Arts (Event Management)
AK3704

Graduate Profile for the Bachelor of Arts, Event Management major

In addition to achieving the broader outcomes of the Bachelor of Arts, a graduate of the Event Management major will be able to:

a. Understand the role of event management in corporate, sport, leisure, recreation, arts and cultural environments. (Knowledge/Understanding)

b. Critique the role that event management plays in local, regional and national economic development. (Inquiry/Research/Creativity)

c. Undertake critical analysis in a wide range of event management situations. (Inquiry/Research/Creativity)

d. Apply appropriate technologies to frame and solve problems and evaluate opportunities in a range of event management settings. (Skills/Application)

e. Apply knowledge of financial management and accounting (including reading and analysing company reports) particularly in relation to small to medium sized businesses. (Skills/Application; Communication)

f. Use project management skills to plan events of various sizes and genres and analyse/critique the outcomes. (Skills/Application; Inquiry/Research/Creativity)

g. Understand and use tools to enhance creativity. (Skills/Application; Inquiry/Research/Creativity)

h. Develop the skills of leadership and understand how they apply to the event management industry. (Knowledge/Understanding; Ethical/Professional Dispositions)