

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)*