

# CONVENTION AND EVENT MANAGEMENT



## Course Description

The Bachelor of Business (Convention and Event Management) is delivered through a combination of lectures and tutorials conducted by the Central Institute of Technology, Perth Campus. This degree offers graduates the opportunity to enter the exciting world of event management, a sector that has matured in recent years in Australia and is increasingly playing a significant role in the creation of working business profiles, public relations campaigns and employee professional development.

Program and product launches, conferences, exhibitions and various other business-related and social events all fall within the event managers' role.

Festivals themselves are also a growth market, as more and more communities are realising the potential for income represented by events held in their town or locality. 'Business tourism' or 'business events' implies meetings, incentive travel, convention and exhibition industries, the most significant portion

of which is the meetings industry, a multi-billion dollar enterprise worldwide.

In terms of trends in contemporary society, the events manager needs to have a holistic approach to the role. The modern practitioner is a hands-on innovator with the right ideas to put in place a theme, content and ambience that will work toward delivering the desired outcome. This course will arm you with the skills and abilities to work to a brief while considering business objectives to reach an outstanding result.

## CRICOS Code

089885M

## Course Details



### Perth

#### Admission Dates

January & July

#### Duration

3 years full time

**On Campus**  Yes  No

## Entry Requirements

### IELTS Academic:

6

With no band score below 5.5.

Satisfactory completion of Year 12 or equivalent interstate/overseas secondary education is required. Applicants must be 18 years of age when the course commences.

### Age:

18

## Tuition Fee

### International:

\$78,734

### Domestic:

\$78,734

## Career Pathways

Small Business Entrepreneur, Leading Operative in the Convention & Events Industry, Banquet Sales Co-ordinator. Corporate Hospitality Supervisor, Consultant to the Events Industry, Function Co-ordinator, Special Events Manager, Destination Marketing Specialist, Wedding Planner, Professional Conference Organiser, Front Office – Convention Centre, Marketing Manager – Events, Arts & Festival Management.



## Subjects / Programs

### Stage 1: ON CAMPUS (6 MONTHS)

#### SUBJECT / UNITS

- Communication
- Accounting Principles and Practices
- Introduction to Tourism, Convention and Event Management
- Event Concepts, Scope and Objectives
- Food and Beverage Service
- The Event Experience
- Convention & Event Planning and Operations

### Stage 2: PROFESSIONAL EXPERIENCE 1 (6 MONTHS)

- Professional Experience 1 (Theory)

### Stage 3: ON CAMPUS (6 MONTHS)

#### SUBJECT / UNITS

- Hospitality Financial Management
- Human Resource Management
- Introduction to Marketing
- Exhibitions
- Media Management, Sponsorship and Evaluation
- Convention and Event Design
- Economic Principles

### Stage 4: PROFESSIONAL EXPERIENCE 2 (6 MONTHS)

- Professional Experience 2 (Theory)

### Stage 5: ON CAMPUS (12 MONTHS)

#### SUBJECT / UNITS

- Strategic Management
- Entrepreneurship and Business Management
- Risk Management
- Destination Branding and Marketing
- Business Law for Tourism and Events
- Major Events and Tourism
- Ethical Management for Tourism and Events
- Creative Thinking and Innovation

## Industry Placement

**Included**  Yes  No

**Length:** 2 X 6 months industry placement

Professional Experience enables you to apply the skills and techniques learned on-campus during your course of study in a real convention and/or event business. With assistance from Le Cordon Bleu's Career Services team, these work-based learning experiences will become the foundation for an exciting career in the convention and/or event industry.

## Course Credit

**Available on Application**

## Fee-Help

**Available**

Eligible Australia citizens can access FEE-HELP for all or part of their tuition fees. Access to FEE-HELP is subject to confirmation by the Australia government.

## Delivery Partners

### Central Institute of Technology

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