



## DIPLOMA OF BUSINESS with a major in Event Management

SGA Subject*	Purpose Statement
<b>Word Processing</b>	This subject will provide the learner with the knowledge and skills to prepare and produce short routine letters, notes, memos and records using word processing software.
<b>Produce Business Documents</b>	This subject will provide the learner with the knowledge and skills to produce various business documents, including selecting and using a range of functions on a computer application.
<b>Databases</b>	This subject will provide the learner with the knowledge and skills to create simple data tables, forms, reports and queries to create a simple database that is used for storage and retrieval of information.
<b>Workplace Communication</b>	This subject will provide the learner with the knowledge and skills required to communicate in the workplace including gathering, conveying and receiving information and completing routine written correspondence, including specifying the outcomes required to plan, draft and review a basic document before writing the final version.
<b>Research and Reporting</b>	This subject will provide the learner with the knowledge and skills to gather, organise and present workplace information using available systems. It includes researching business information using Internet, intranet or extranet, and reporting on research outcomes.
<b>Applied Business Communication</b>	This subject specifies the outcomes required to plan documents, draft text, prepare final text and produce documents of some complexity, including the interpretation of a brief and evaluation of a range of options in order to write persuasive copy.
<b>Introduction to Marketing</b>	This subject introduces the learner to the terminology and concepts applicable to the marketing domain.
<b>Marketing Research</b>	This subject will provide the learner with the knowledge and skills to collect and present data on the internal and external business environment and identify and present potential marketing opportunities to enable evaluation and selection of viable opportunities.
<b>Marketing Management</b>	This subject will provide the learner with the knowledge and skills to establish, maintain and improve client relationships to support attainment of key business outcomes and determine the optimum marketing mix for a business through analysis of inter-related marketing components. Learners will also prepare and develop an integrated marketing communications plan to enable the effective and efficient promotion of products and services to specific markets, brief personnel responsible for various aspects of the marketing and promotional/sales activities to implement and evaluate a marketing solution.
<b>Workplace Safety</b>	This unit will provide the learner with the knowledge and skills to demonstrate awareness of OHS responsibilities of employees (including those with supervisory responsibilities) to implement and monitor the organisation's Occupational Health and Safety policies, procedures and programs in a small team to meet legislative requirements.
<b>Ensure a Safe Workplace</b>	This subject will provide the learner with the knowledge and skills to establish, maintain and evaluate the organisation's Occupational Health and Safety policies, procedures and programs in the relevant work area in accordance with OHS legal requirements.
<b>Recruit, Select and Induct Staff</b>	This subject will provide the learner with the knowledge and skills for selecting, recruiting and inducting staff. It ensures that managers engage in appropriate planning and that selection and induction leads to the recruitment and retention of high quality staff.



<b>Manage People Performance</b>	This subject will provide the learner with the knowledge and skills to manage the performance of staff, develop key result areas and key performance indicators and standards, and deliver regular and timely coaching and feedback that provides the basis for performance management.
<b>Event Industry Knowledge</b>	This subject will provide the learner with the underpinning knowledge and skills required to develop and update general knowledge of the meetings and events industry including industry structure, legal issues and current technology.
<b>Develop Conference Programs</b>	This subject will provide the learner with the knowledge and skills required to design a conference program.
<b>Develop an Event Concept</b>	This subject will provide the learner with the knowledge and skills required to develop the overall concept, theme and format for a major event comprising multiple components.
<b>Plan and Develop Event Proposals</b>	This subject will provide the learner with the knowledge and skills required to plan and develop proposals and bids for staging of meetings and events.

\* Embedded within each subject is a cluster of endorsed national units of competency.