

2020/ 2021 Core and Elective units

Introductory Units:		
SITEEVT001 Source and use information on the events industry	C	This unit explores the foundation of the events industry from the “organisational chart” of the Australian industry through to legislative requirements and delivery basics.
SITEEVT005 Plan in-house events or functions	E	This unit reviews the operational procedures in delivering a variety of events from the perspective of the in-house event manager at a venue.
Module: Working in the Events Industry		
SITXWHS002 Identify hazards, assess and control safety risks	C	This unit addresses the skills and knowledge required to identify hazards, assess the associated workplace safety risks, take measures to eliminate or minimise those risks, and document all processes
SITXMGT002 Establish and conduct business relationships	C	This unit explores the communication skills required to build business relationships and develop and manage contracts in business.
Module: Project Management		
SITXMGT003 Manage projects	C	This unit looks at the knowledge and skills required to manage the complete life cycle of a project in the events industry.
SITEEVT006 Develop Conference programs	E	This unit reviews the knowledge and skills required to design appropriate and successful conference (business event) programs that meet the objectives of all stakeholders and engage target audiences.
SITEEVT012 Develop Event Concepts	E	This units asks the question: What problem are we trying to solve with our event concept and what is the BEST solution and design moving forward?
SITXFIN004 Prepare and monitor budgets	E	This unit reviews the financial and business information required to prepare and monitor budgets within the broader events industry.
Module: Event Concepts and Planning		
SITEEVT007 Select event venues and sites	E	This unit reviews the knowledge required to source and select sites and venues for a variety of events, including site requirements, selection specifications and contracts.
SITEEVT008 Manage event staging components	C	This unit explores the broad variety of staging services and products required to deliver events including the advanced planning, communication skills and knowledge to work with specialised service suppliers in the events industry.
SITXMPR007 Develop and implement marketing strategies	E	This units looks at the lifecycle of marketing plans including the development and evaluation of marketing strategies and plans for products and services.
BSBMKG537 Develop a social media engagement plan	E	This unit reviews the requirements for creating a social media campaign for your event.

Module: Event Planning and Operations		
SITXFIN003 Manage finances within a budget	C	This unit addresses the skills and knowledge required to take responsibility for budget management where others may have developed the budget. It requires the ability to interpret budgetary requirements, allocate resources, monitor actual income and expenditure, and report on budgetary deviations.
SITXMGT001 Monitor work operations	C	This unit explores the skills and knowledge required to oversee and monitor the quality of day-to-day work. It requires the ability to communicate effectively with team members, plan and organise operational functions, and solve problems.
SITEEVT002 Process and monitor event registrations	E	This unit reviews the skills and knowledge required to process attendee registrations for events and administer them through to finalisation.
Module: Event Operations and Onsite Delivery		
SITXCCS007 Enhance customer service experiences	C	This unit explores aspects of providing professional and personalised customer service experiences, including the ability to determine and meet customer preferences, develop customer relationships, respond to difficult service situations, and take responsibility for resolving complaints.
SITEEVT010 Manage on-site event operations	C	This unit addresses the skills and knowledge required to manage on-site operational activities for the staging of events. It includes operational plans, event set-up, execution and break-down, and the evaluation of the operational success of events.
SITEEVT003 Coordinate on-site event registrations	C	This unit covers the skills and knowledge required to prepare for and process on-site attendee registrations at events.
Module: Management Skills and career progression		
SITXHRM003 Lead and manage people	C	This unit develops the skills and knowledge required to lead and manage people including teams and to support and encourage their commitment to the organisation
SITXCOM005 Manage Conflict	E	Clear communications and an ability to work through conflict in teams are key skills for the events industry. This unit covers the theory and application of tools.

Students may start modules at any point in the course cycle after completing the introductory units, depending on the module that is being delivered at the time.