



Master of Creative Business Management (Event Management)

CRS1401805 | CRICOS: 119391C

Intake (2026)	March and July
Duration	4 Semesters (2 years) FTE
Total Credit Points	160
Indicative Fees	Dom: \$40,000; Int: \$48,000
Course Contact	futurestudents@apac.edu.au 07 3229 6929 www.apac.edu.au



Course Structure

The Master of Creative Business Management (Event Management) consists of fourteen core units which are undertaken by all students. There are no elective units. The units are designed to develop within each student advanced skills and knowledge in creative ideation, technological fluency, and business acumen. In doing so, this program empowers students to thrive in the dynamic creative economy.

Unit Synopsis

CBM401 Introduction to Creativity

Credit Points: 10

This foundational unit introduces students to creativities as multidisciplinary concepts, underpinning human capacity and professional practices. Students will explore historical, cultural, cognitive and social perspectives on creativities, and examine the role of creativity in innovation, collaboration, and change-making across diverse contexts. Through reflective practice, creative exercises, and theoretical exploration, students will develop critical definitions of creativity, build creative capacity, and engage with key debates about the value and impact of creativities in contemporary society. In CBM 401, students will learn and apply practical thinking strategies and techniques for creative ideation and develop the skills to effectively communicate and evaluate creative ideas.

CBM402 Creative Futures

Credit Points: 10

This unit examines the evolving role of creativities in envisioning and shaping sustainable, equitable, inclusive, diverse and inspired futures for human thriving. Through future-thinking exercises, speculative design, and collaborative projects, students will engage with real-world challenges and propose creative responses that support transformative outcomes. The unit emphasises collaboration, interdisciplinary thinking, and the strategic use of creative practice to design better futures.



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CBM403 Creative Technologies

Credit Points: 10

This unit introduces students to new and emerging technologies in creative fields. Students will explore the impact of digital tools and platforms on creative processes and outputs, critically engaging with innovations in design, media, communication, and production. Through experimentation and applied learning, students will enhance their digital fluency and explore how to integrate relevant technologies into their creative practice.

CBM404 Events, Marketing and Entrepreneurship

Credit Points: 10

This unit integrates marketing, events and management principles to provide a comprehensive understanding of how to create, promote, and manage successful initiatives within the experience economy. Students will develop practical skills by applying the marketing mix, event planning, audience and customer engagement, and business modelling, including financial fundamentals. Students will demonstrate these skills to plan for the launch of a creative enterprise or events by producing a fully developed business plan or event proposal, including a budget and innovative marketing.

CBM501 Creative Project Design and Management

Credit Points: 10

With an emphasis on conscious creative action, this advanced unit focuses on the ethical design and management of a creative project across diverse industry and cultural contexts. Building on foundational creative thinking and entrepreneurial skills developed in the Graduate Certificate, students will develop a comprehensive project management plan and produce a prototype or implementation model aligned with professional goals, cultural contexts, industry standards and the principles of ethical creative practice.

CBM502 Critical Cultural Perspectives

Credit Points: 10

This unit examines the theoretical and conceptual frameworks that support creative practice through a range of cultural perspectives. By exploring diverse viewpoints, traditions, and social contexts, students will deepen their understanding of how culture influences creative work. Through critical analysis, self-reflection, and applied theory, students will investigate the role of power, identity, and difference in shaping artistic, design, and communicative practices.



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CBM503 Research and Evaluation

Credit Points: 10

This unit introduces students to arts-informed research methodologies and evaluation frameworks applicable to project development within the creative industries. Students will execute research processes that support the development and evaluation of a project, enabling them to critically engage with applied, theoretical and market driven perspectives to investigate problems, measure impact, and generate knowledge relevant to events, cultural initiatives, and creative enterprises. Emphasis is placed on ethical research practice, stakeholder engagement, and the integration of evaluation into project design, delivery, and reporting. Students will develop a proposal for a research or evaluation project aligned with their specialisation or area of interest.

CBM504 Community Arts and Cultural Events

Credit Points: 10

Building on the knowledge gained in CBM404, this unit focuses on the planning, development, and delivery of community arts and cultural events. Students will explore the social, cultural, and economic impacts of arts events while further developing practical skills in community consultation, project design, event programming, and stakeholder engagement. Using case studies and collaborative projects, students will design and implement a community arts or cultural event that fosters engagement and celebrates local culture and/or creativity.

MEM601 Work Integrated Learning in Events Management I

Credit Points: 20

This Work Integrated Learning (WIL) unit provides students with an immersive, hands-on learning experience that supports their individual interests and professional goals. It enables the practical application of academic and professional knowledge through participation, observation, and reflection, strengthening the connection between theory and workplace practice while building essential skills for a smooth transition into industry. Students develop core competencies such as professional communication, workplace conduct, reflective practice, and analytical skills. WIL activities may include workplace placements, industry-partnered projects, community-engaged activities, or simulated environments, delivered onsite or virtually. Students may participate in an assigned placement or independently secure one in consultation with the WIL Coordinator.

MEM603 Legal, Risk and Crisis Management Planning

Credit Points: 10

This unit prepares students to view events through the lens of risk management as a way of both organising the multifarious stakeholders, from crowds to corporations, to whom their responsibility as leaders extends and the various internal and external factors impacting events. To understand these responsibilities as mandated by law-makers, students first demonstrate independent learning to catalogue the diverse legal environments that the staging of events encounters. Students then synthesise legal and other risk and their mitigating strategies, to formulate a crisis management plan for a risks with a very high impact at an event.



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MCL604 Creative Leadership Development

Credit Points: 10

This unit provides a pathway for students to explore and define their leadership approach within creative industries. By identifying their professional values and vision, students will learn to communicate effectively with collaborators and stakeholders, fostering clear, values-driven leadership strategies. The unit emphasises reflective practice, self-awareness, and applied communication to build authentic and adaptive leadership capabilities in diverse creative contexts.

MEM611 Work Integrated Learning in Events Management II

Credit Points: 20

This Work Integrated Learning (WIL) unit provides students with an immersive, practice-focused learning experience aligned with their interests and professional goals. The unit enables students to apply academic and industry knowledge in real workplace contexts through participation, observation, and reflection, strengthening the connection between theory and professional practice while supporting the development of essential industry-ready skills. Students build key competencies in professional communication, workplace conduct, reflective practice, and analytical processes.

WIL activities may include workplace placements, industry-partnered projects, community-based engagement, or simulated professional environments, delivered onsite or remotely. Students may participate in an allocated placement or independently source one in consultation with the WIL Coordinator.

MEM613 Sustainable and Ethical Events

Credit Points: 10

This unit examines the application of sustainability in events through three intersecting pillars of sustainability: economic sustainability, environmental sustainability and social sustainability, known as the triple bottom line. Critical discourse around ethical decision-making guides students towards making the business case for sustainability in all stages of events from design to delivery. Waste minimisation in myriad forms is a focus of the course, especially food waste, given the impact of large-scale events. The contemporary practices around regeneration are also discussed.

MCL614 Applied Creative Leadership

Credit Points: 10

This unit focuses on creating a practical creative leadership strategy based on experience and insights from the creative industries. Students will develop and implement a leadership strategy within a professional or project-based context and reflect on their leadership approach in action, with an emphasis on adaptability, values-driven decision making, and critical self-reflection. The unit prepares students to lead with authenticity and strategic vision in complex creative environments.