

Liverpool John Moores University

Title: Events Industry
Status: Definitive
Code: **4000SSLN** (122401)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

| Team | Leader |
|---------------|--------|
| Claudia Melis | Y |

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 40 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|---------------------|---------------|---------------|
| Presentation | AS1 | Poster Presentation | 30 | |
| Report | AS2 | Report (2500 words) | 70 | |

Aims

To provide an overview and understanding of the diversity, function, role and purpose of events in society.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate understanding of the role of events in society and related theories.
- 2 Demonstrate knowledge and understanding of the role and function of the various event industry sectors

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

| | | |
|---------------------|---|---|
| Poster Presentation | 1 | 2 |
| Report | 1 | 2 |

Outline Syllabus

You will study a range of topics in relation to the event industry including history of events, event typologies, traditions, rituals, symbolism, communitas, event as performance, event industry sectors, stakeholder analysis and stakeholder mapping

Learning Activities

The formal staff/student contact comprises a series of sessions made up of lectures and small group activities. The sessions may include guest lectures by practitioners and event site visits.

Notes

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