

**Summary Information**

Module Code	4000SSLN
Formal Module Title	Events Industry
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

**Teaching Responsibility**

LJMU Schools involved in Delivery
Business and Management

**Learning Methods**

Learning Method Type	Hours
Lecture	40

**Module Offering(s)**

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

**Aims and Outcomes**

Aims	To provide an overview and understanding of the diversity, function, role and purpose of events in society.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Demonstrate understanding of the role of events in society and related theories.
MLO2	2	Demonstrate knowledge and understanding of the role and function of the various event industry sectors

## Module Content

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
Module Overview	This module provides you with an overview and understanding of the diversity, function, role and purpose of events in society. You will study a range of topics in relation to the event industry including history of events, event typologies, traditions, rituals, symbolism, communities, event as performance, event industry sectors, stakeholder analysis and stakeholder mapping.
Additional Information	

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Poster Presentation	30	0	MLO1, MLO2
Report	Report	70	0	MLO1, MLO2

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Claudia Melis	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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