

Research Design

Module Information

2022.02, Approved

Summary Information

Module Code	4001LBSEVM
Formal Module Title	The 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	22

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 the events industry 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	Attain knowledge and understanding of the role and function of the various event industry sectors.
MLO3	3	Identify underlying principles and concepts associated with events management.

Module Content

Outline Syllabus	Introduction to the event industry Event Typologies and classification Events as performance Events as traditions Events as rituals Events Stakeholders Events and the tourism industry Charity Events MICE events Sporting events Wedding events
Module Overview	
Additional Information	trips will be undertaken where appropriate; Guest speakers from the event industry

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	AS1	30	0	MLO2, MLO1
Report	AS2	70	0	MLO2, MLO1, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Tom Fletcher	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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