

Liverpool John Moores University

Title: THE EVENT INDUSTRY
Status: Definitive
Code: **4064TEF** (103790)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Susanne Gellweiler	Y

Academic Level: FHEQ4 **Credit Value:** 12 **Total Delivered Hours:** 24
Total Learning Hours: 120 **Private Study:** 96

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual Written Coursework (1,500 words)	100	

Aims

To equip students with the knowledge and understanding of the role of event industry, with its different event sectors, its link to other industries and the external environment, as well as the relationship to and between stakeholders.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of the different event industry sectors and evaluate their importance .
- 2 Evaluate the relationship between the event industry and other industries as well as the event industry and the external environment.
- 3 Appreciate the complex nature of relationships between the different players within and outside the event industry.

Learning Outcomes of Assessments

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

Coursework	1	2	3
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Outline Syllabus

Event industry sectors, environmental scanning, stakeholder mapping.

Learning Activities

The module will be delivered by means of lectures followed by workshops and/or seminars. Here students will participate in small group discussions based around material presented in the lectures using prescribed reading and case studies.

Notes

Evidence from this module may contribute to WoW certification.